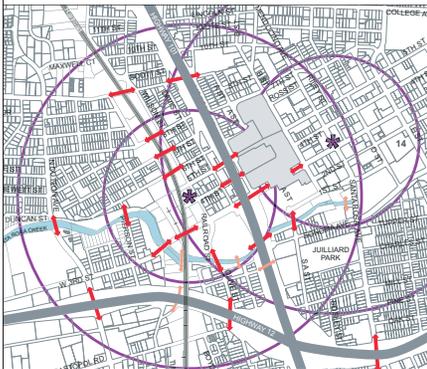


DOWNTOWN STATION AREA SPECIFIC PLAN



City of Santa Rosa | October 9, 2007



DESIGN, COMMUNITY & ENVIRONMENT

CITY OF SANTA ROSA

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1 INTRODUCTION

The Downtown Station Area Specific Plan is the result of a community based vision for the downtown area of the City of Santa Rosa. Centered on a proposed Sonoma Marin Area Rail Transit (SMART) station site, the Specific Plan defines the framework for future development in the Plan Area. This chapter of the Specific Plan provides a description of the Plan Area and an overview of the planning process. It also explains the statutory requirements of a Specific Plan.

The downtown area of the City of Santa Rosa has many elements that contribute to its role as a healthy, vibrant regional center. It is a lively city center with a mix of shopping and employment opportunities, an attractive natural creek environment and historic residential neighborhoods close to the center. Just as important as the existing physical setting is the vision of the downtown area that the citizens of Santa Rosa hold for its future. This vision includes bicyclists, pedestrians, transit users and drivers sharing an attractive network of streets; it includes a mix of housing, shopping and jobs in a compact area; and it includes preserving the history, character, and natural benefits of the existing environment while allowing for change. This vision is provided in the *Santa Rosa 2020: General Plan* as well as other comprehensive plans and codes governing change in the downtown area.

This Specific Plan is a result and an extension of that vision and it provides the regulatory framework for future development of Santa Rosa's downtown area. Implementation of the plan will provide opportunities for new development that respect the existing character of the area, improves connections for pedestrian, bicycle and transit users, and celebrates the natural and historic amenities exist-

ing there. A primary objective of this Specific Plan is to increase the number of residents and employees within walking distance of the proposed SMART site through the intensification of land uses in the Plan Area. In order to accommodate new development, many of the improvements contained in this plan will require investment by the City, as well as by private developers. Some improvements, such as infrastructure, need to be in place before development takes place, while other types of public improvements can be considered separately.

While this Specific Plan supports future development surrounding the



Fourth Street in Historic Railroad Square

proposed SMART station, it is not dependant on the expansion of rail service to the downtown area. The Specific Plan is intended to be flexible enough to provide guidance for private development and public investment over the next twenty years.

A. SPECIFIC PLAN AREA

The Plan Area encompasses nearly 650 acres of land surrounding the proposed SMART Downtown Station site in the heart of Santa Rosa. Although not presently approved, it is assumed that rail

transit will be provided on the existing rail right-of-way at some time in the future. Centrally located at the intersection of Highways 101 and 12, the Plan Area includes the community’s civic, cultural and commercial core, as well as residential neighborhoods. As the focal point of the Plan Area, the Downtown Station site is immediately adjacent to the Historic Railroad Square retail district and within close proximity of a wide range of neighborhoods and services. Figure 1-1 shows the location and boundaries of the Plan Area. Additional information about the regional and local context of the Plan Area can be found in Chapter 2, Site and Context.

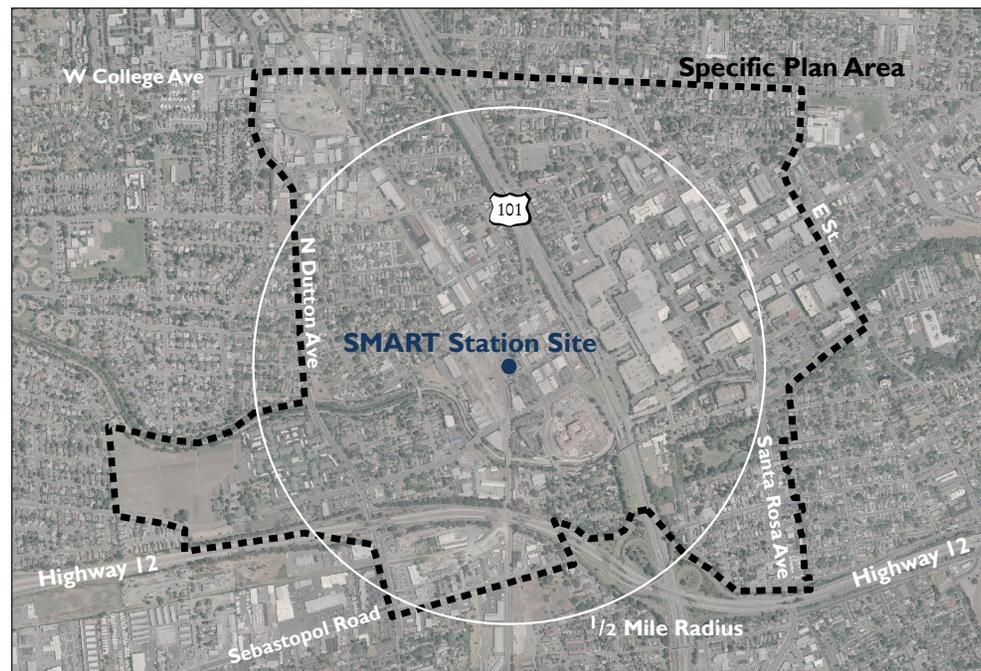
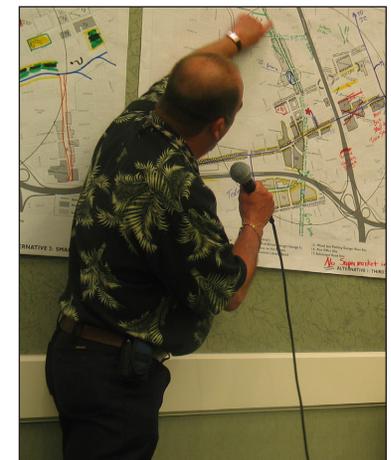


Figure 1-1: Specific Plan Area

B. THE PLANNING PROCESS

The Santa Rosa Downtown Station is one of 14 potential stations planned by the SMART agency for a start-up level of commuter rail service along the Northwestern Pacific rail corridor. In September of 2005, the City of Santa Rosa received a planning grant from the Metropolitan Transportation Commission (MTC) to support community-oriented transportation projects in Santa Rosa. With assistance from that MTC grant, the City of Santa Rosa contracted with and oversaw the consultant team that developed this Specific Plan and its supporting Environmental Impact Report (EIR).



Community Workshop Participation

1. Initial Steps

Work on the Specific Plan began in early 2006 with the completion of a comprehensive existing conditions analysis, the *Opportunities Assessment Report*, which is summarized briefly in Chapter 2 and more completely in the EIR completed for the Plan. This analysis was used by the consultant team, the City and stakeholders to understand key development opportunities and constraints in the Plan Area.

Following completion of the existing conditions analysis, a community planning process was initiated to ensure a broad cross-section of viewpoints during the development of the Specific Plan. As described below, the process included several community workshops and meetings with a Technical Advisory Committee.

2. Opportunity Sites

A number of parcels in the Plan Area were identified as opportunity sites during the preliminary stages of the planning process. Opportunity sites were identified based on one or more of the following conditions:

- ◆ A development proposal was pending for the site.
- ◆ City staff and the consultant team determined that site intensification was appropriate due to proximity to transit.
- ◆ The site was vacant or considered to be underutilized.

The opportunity sites were an effective tool to analyze alternative development scenarios and were useful in developing the preferred alternative. However, the policies and programs incorporated in the Specific Plan are independent of the identified opportunity sites. Figure 1-2 shows the opportunity sites used in the planning process.

3. Technical Advisory Committee

An important component of the planning process was the input from a Technical Advisory Committee (TAC). Community leaders and local experts provided guidance and invaluable feedback throughout the planning process. The TAC included representatives from the historic, commercial and residential districts, downtown business interests, transit agencies, as well as elected and appointed City officials. TAC members attended a series of three meetings, each linked to one of the community workshops, and collaborated with the consultant team and City staff in the development of the Specific Plan.

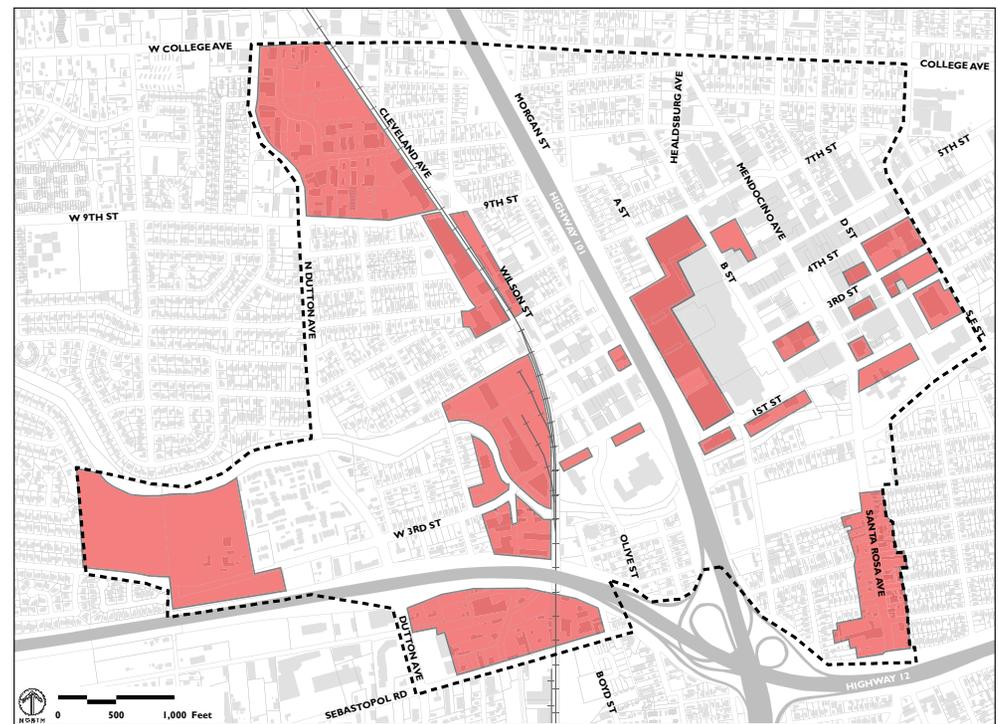


Figure 1-2: Opportunity Sites

4. Community Outreach and Development of Alternatives

Successful and innovative public participation is an essential element of the Specific Plan process. To ensure effective outreach, four community workshops were held at key points in the planning process to facilitate public input in the development of the Specific Plan.

The workshops focused on a variety of topics and sought to actively engage the community in a meaningful way throughout the planning process. During the entire process, workshop notes and work products were available on a project-specific website or made available by City staff.

The first community workshop was held in March 2006 to focus on broad community goals and development of a vision for the Plan Area. Following this workshop, a second was held to obtain input from the public regarding opportunity sites for future development in the Plan Area and community preferences for the type, scale and character of that development. This information was then used by

the consultant team to generate three alternatives for future development in the Plan Area. Each of the three alternatives included a similar level of growth over the next 15 to 20 years, however, the intensity and type of development was distributed differently in each alternative plan.

In the third workshop, the three alternatives were presented and their similarities, differences and unique characteristics were discussed. Working in small groups, workshop participants discussed the potential benefits and drawbacks of each alternative. After the workshop, this discussion was compiled and studied, along with technical traffic analysis and a review of market conditions. A preferred alternative was then created which included many desirable features from all three alternatives. The preferred alternative was presented to the community at the fourth community workshop.

5. Plan Preparation

Based on community and TAC input, the consultant team developed this Specific Plan, which includes detailed guidance for development of the Plan Area, in keeping with the illustrative concepts provided in the preferred alternative.

6. Environmental Review

The environmental review materials required for adoption of the Specific Plan were completed concurrently with the preparation of the Plan. The environmental impact analysis is contained in a separate document, the *Downtown Station Area Specific Plan Draft Environmental Impact Report (DEIR)*. The DEIR examines the environmental impacts of development proposed as part of the Specific Plan and includes recommended mitigation measures as necessary. Figure 1-3 illustrates the planning process.

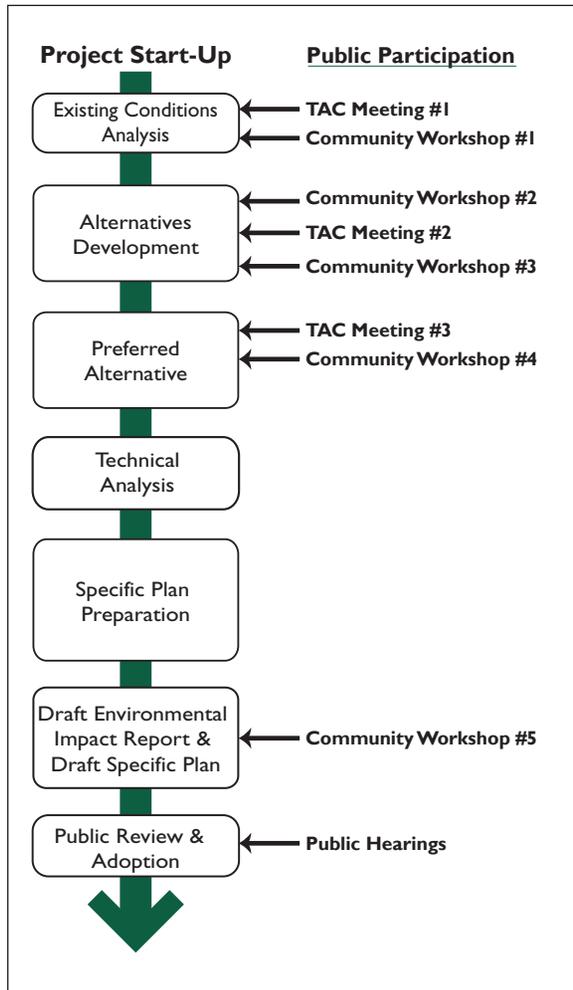


Figure 1-3: Specific Plan Process

C. STATUTORY REQUIREMENTS OF A SPECIFIC PLAN

Under California Law (Government Code Section 65450 et seq.), cities and counties may complete Specific Plans to develop policies, programs and regulations to implement the jurisdiction's adopted General Plan. A Specific Plan frequently serves as a bridge between the General Plan and individual development master plans and planned unit developments, or other large development projects.

1. Required Contents

This Specific Plan has been prepared in accordance with the requirements of California Government Code Section 65451. As prescribed by law, the Plan includes text and diagrams that generally describe the following:

- ◆ The distribution, location and extent of all land uses, including open space.
- ◆ The proposed distribution, location, extent and intensity of major components of public infrastructure, such as transportation and drainage systems.
- ◆ The standards and criteria by which development will proceed.
- ◆ A program of implementation measures, such as financing measures, policies, regulations and public works projects.

California law also requires a Specific Plan to be consistent with a City's General Plan, and that findings regarding consistency be included in the Specific Plan itself.

2. Finding of Consistency with the General Plan

Although an amendment to the City's General Plan will be necessary to allow its implementation, the recommendations and objec-

tives of the Downtown Station Area Specific Plan are consistent with the broad goals of the *Santa Rosa 2020: General Plan*. In general, the policies of the General Plan call for accommodating new residential growth in compact, well-designed neighborhoods that contain a mix of land uses, housing types and neighborhood-serving retail. In addition, new and existing housing development should be well connected to transit centers and the core of downtown for pedestrians and bicyclists. The recommendations contained in this Specific Plan are consistent with and further these goals.

D. PLAN CONTENTS

The Specific Plan includes the following chapters:

- ◆ **Chapter One** is this introduction, which includes a description of the planning process and the statutory requirements of a Specific Plan.
- ◆ **Chapter Two** provides an overview of the physical and historic context of the site and a description of the existing conditions that shape future development in the Plan Area.
- ◆ **Chapter Three** outlines the community's vision, goals and priorities for future development in the Plan Area.
- ◆ **Chapter Four** describes the land use framework and policies for each of the seven Specific Plan Sub-Areas,



Community Members at Workshop

describing the regulations, requirements and objectives for each.

- ◆ **Chapter Five** describes the development guidelines and streetscape standards for the Specific Plan Area.
- ◆ **Chapter Six** contains a summary of the proposed circulation pattern, including specifications for new designs of major streets in the Plan Area, and pedestrian and bicycle improvements.
- ◆ **Chapter Seven** describes the potential impacts of development on utilities and community services, and any mitigation strategies necessary to prevent deterioration in services.
- ◆ **Chapter Eight** contains specific strategies, including implementation steps and a conceptual financing plan, for future development in the Specific Plan Area.

2 SITE AND CONTEXT

This chapter includes an overview of the location, key characteristics and existing conditions for the Plan Area of the Downtown Station Area Specific Plan. More extensive detail about existing conditions is contained in the Draft Environmental Impact Report.

A. REGIONAL LOCATION

The City of Santa Rosa is centrally located in Sonoma County, in the northwestern corner of the nine-county San Francisco Bay Area, and serves as the county seat. The city is 55 miles north of San Francisco and 30 miles east of the Pacific Ocean. Santa Rosa is the largest city in Sonoma County and is well-connected to the surrounding region by Highway 101 running north-south and Highway 12 traveling east-west. Santa Rosa is also situated on an existing north-south rail right-of-way, which is the proposed alignment for the SMART system, linking Cloverdale to the north and Larkspur to the south. The Downtown Station is expected to generate the most ridership on the 14 station SMART system. Figure 2-1 illustrates the regional location of the Plan Area and Figure 2-2 illustrates the proposed SMART system.

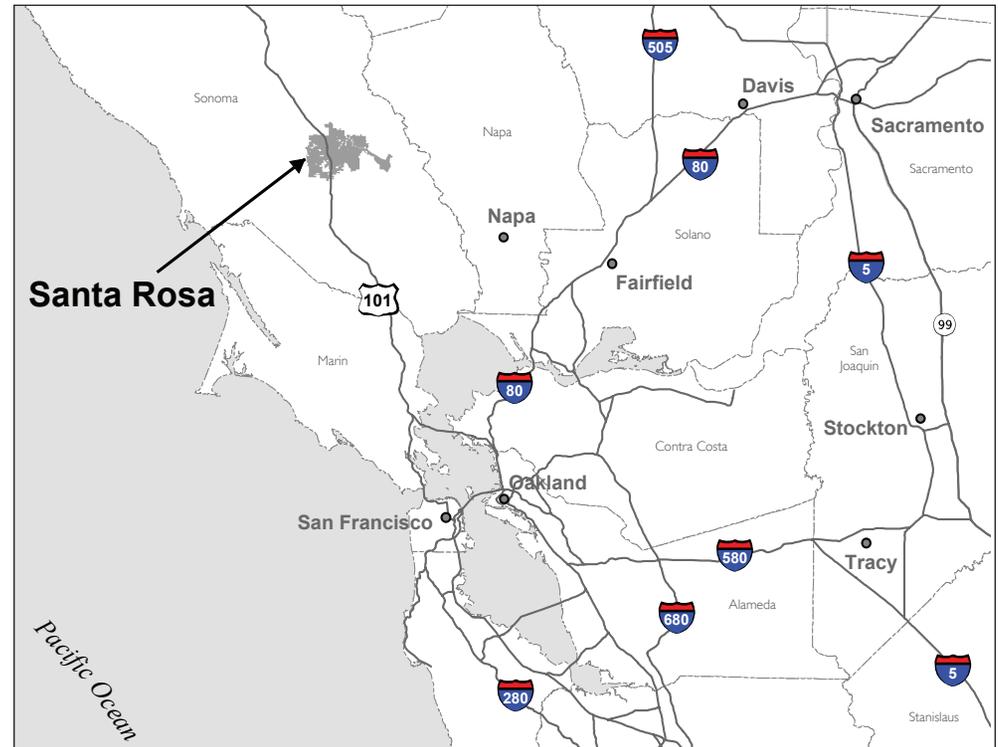


Figure 2-1: Regional Location

B. LOCAL SETTING

As noted in Chapter 1, the Plan Area encompasses nearly 650 acres of land surrounding the proposed Downtown Station SMART site in the heart of Santa Rosa. The Plan Area extends approximately one-half mile in all directions from the Downtown Station site. One-half mile takes about ten minutes to walk, and is commonly used as a guideline for a comfortable walking distance. The Plan Area also includes several areas located more than a half-mile from the Downtown Station site. These were included because they are likely sites for development or because they would benefit from better pedestrian connections. Figure 2-3 shows the location and boundaries of the Plan Area within Santa Rosa.

The Plan Area boundaries are College Avenue to the north, E Street to the east, Sebastopol Road and Highway 12 to the south, and Dutton Avenue and Imwalle Gardens to the west. The plan area encompasses several established areas, including Historic Railroad Square, Courthouse Square, government and conference centers, and several historic residential neighborhoods. Other notable features familiar to residents of Santa Rosa include Imwalle Gardens, DeTurk Round Barn, the Hotel La Rose, St. Rose and Burbank schools, Juilliard Park and the Prince Memorial Greenway along Santa Rosa Creek.

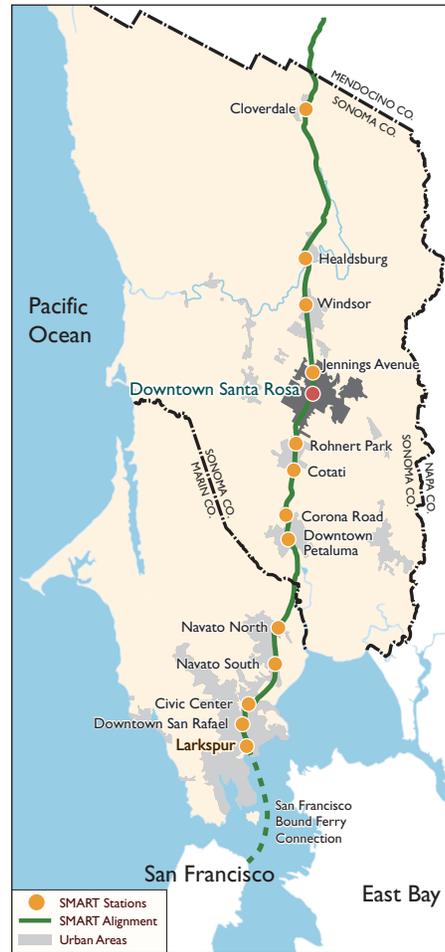
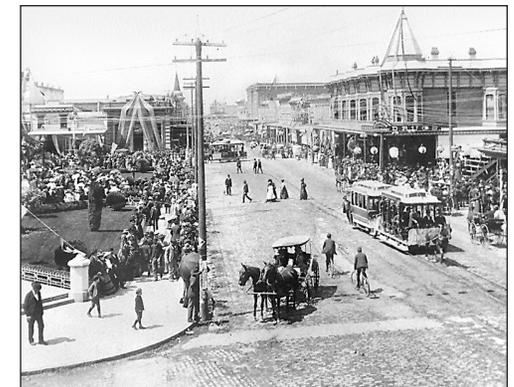


Figure 2-2: SMART System

C. HISTORIC CONTEXT

The location of the proposed Downtown Station on the western edge of Railroad Square is particularly fitting for a new transit hub. This was the original site of passenger train service for Santa Rosa. With the advent of rail service in Santa Rosa over 130 years ago, Railroad Square was developed to the west of the original commercial center for the city, Courthouse Square. The impressive basalt buildings near the station site were made from stone quarried in the nearby hills. Several of the stone buildings survived the 1906 San Francisco earthquake which did major damage to Santa Rosa. Today Railroad Square still contains many historic retail and warehouse structures and was placed on the National Register of Historic Places in 1979.

Courthouse Square is another important focal point in the Plan Area. Courthouse Square was established as the center of the original town plat with a Courthouse facing onto a public green with civic and commercial uses surrounding it. The downtown area of Santa Rosa has changed significantly since its founding. The decentralization of commercial services, relocation of the County Courthouse outside of the downtown and destruction caused by earthquakes in 1906 and 1969, have all affected the evolution of Santa Rosa's core. The construction of Highway 101 and the development of Santa Rosa Plaza



Historic Image of Downtown Santa Rosa

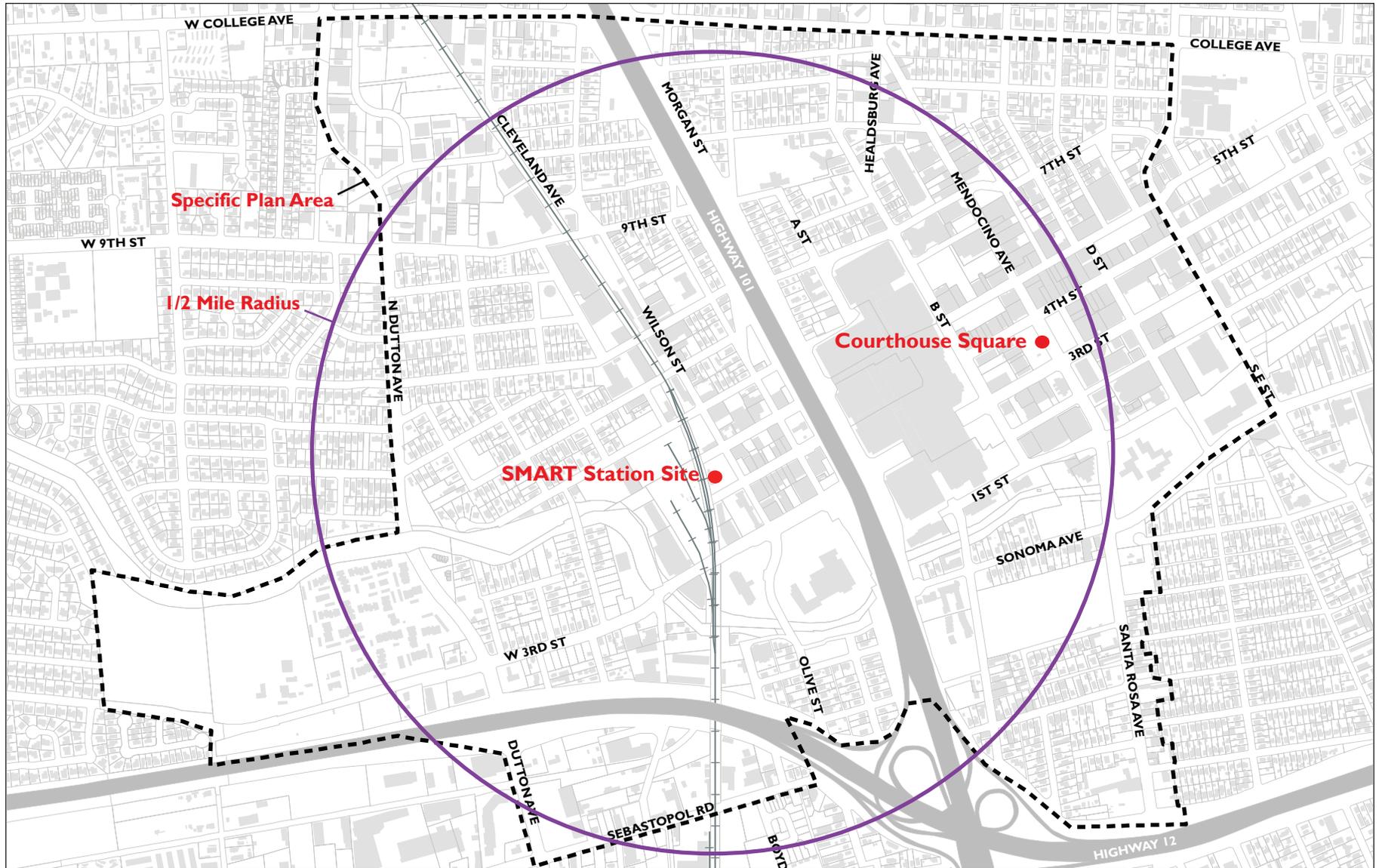


Figure 2-3: Specific Plan Area

shopping mall both contributed to the separation of Courthouse Square from Railroad Square. More recently, completion of sections of the Prince Memorial Greenway have provided a popular amenity to the downtown area as well as a new connection between Railroad Square and Courthouse Square.

The Plan Area includes six historic districts listed on the National Register of Historic Places: Olive Park, St. Rose, Cherry Street, Railroad Square, West End and a portion of Burbank Gardens. These districts are primarily residential except for Railroad Square, and they display many well maintained examples of period domestic architecture including Queen Anne, Italianate and Bungalow styles.

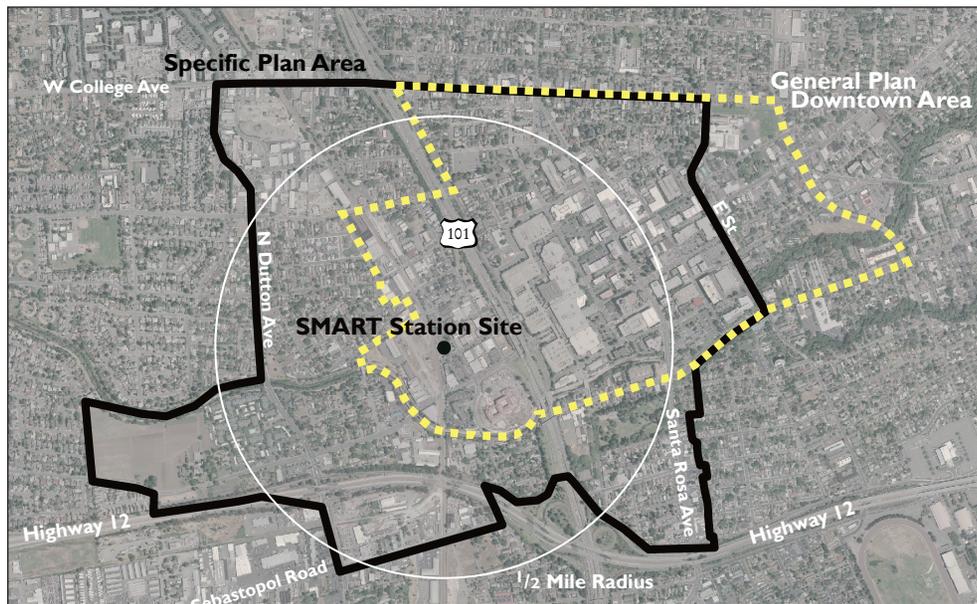


Figure 2-4: General Plan Downtown Area

D. EXISTING CONDITIONS

Existing conditions were reviewed to determine the physical and regulatory setting for the Plan Area. More detailed information regarding existing conditions is contained in the Draft Environmental Impact Report.

The Plan Area includes all of the downtown area as defined in the *Santa Rosa 2020: General Plan*, with the exception of a portion east of E street. Figure 2-4 shows the downtown area boundary from the General Plan together with the Plan Area from this Specific Plan.

I. General Plan Goals

Adopted by the City Council in 2002, the *Santa Rosa 2020: General Plan* is the result of an extensive planning process, and it provides a clear framework for future development in Santa Rosa. A careful review of the land use, urban design, transportation, housing, and historic preservation goals and policies set forth in the General Plan informed many of the priorities of this Specific Plan and ensured consistency between the two documents. Following are existing General Plan goals that were instrumental in the shaping of the Specific Plan:

- ◆ Goal LUL-A: Foster a compact rather than a scattered development pattern.
- ◆ Goal LUL-C: Maintain downtown as the major regional office, financial, civic, and cultural center in the North Bay, and a vital mixed-use center.
- ◆ Goal LUL-D: Foster compact, vibrant, and continuous retail at the core of downtown.

- ◆ Goal LUL-E: Promote livable neighborhoods. Ensure that everyday shopping, park and recreation facilities, and schools are within easy walking distance of most residents.
- ◆ Goal LUL-F: Maintain a diversity of neighborhoods and varied housing stock to satisfy a wide range of needs.
- ◆ Goal LUL-G: Promote mixed use sites and centers.
- ◆ Goal LUL-J: Maintain vibrant, convenient, and attractive commercial centers.
- ◆ Goal T-I: Support implementation of rail service along the Northwestern Pacific Railroad.
- ◆ Goal T-J: Provide attractive and safe streets for pedestrians and bicyclists.
- ◆ Goal T-K: Develop a safe, convenient, and continuous network of pedestrian sidewalks and pathways that link neighborhoods with schools, parks, shopping areas, and employment centers.
- ◆ Goal T-L: Develop a citywide system of designated bikeways that serves both experienced and casual bicyclists, and which maximizes bicycle use for commuting, recreation, and local transportation.
- ◆ Goal HP-B: Preserve Santa Rosa’s historic structures and neighborhoods.

2. General Plan Land Uses

The General Plan allows for a wide range and mix of land uses throughout the Plan Area. The most prevalent land use designations in the Plan Area are Retail and Business Services, Low Density Residential and Medium Density Residential. Figure 2-5 illustrates existing General Plan land use designations.

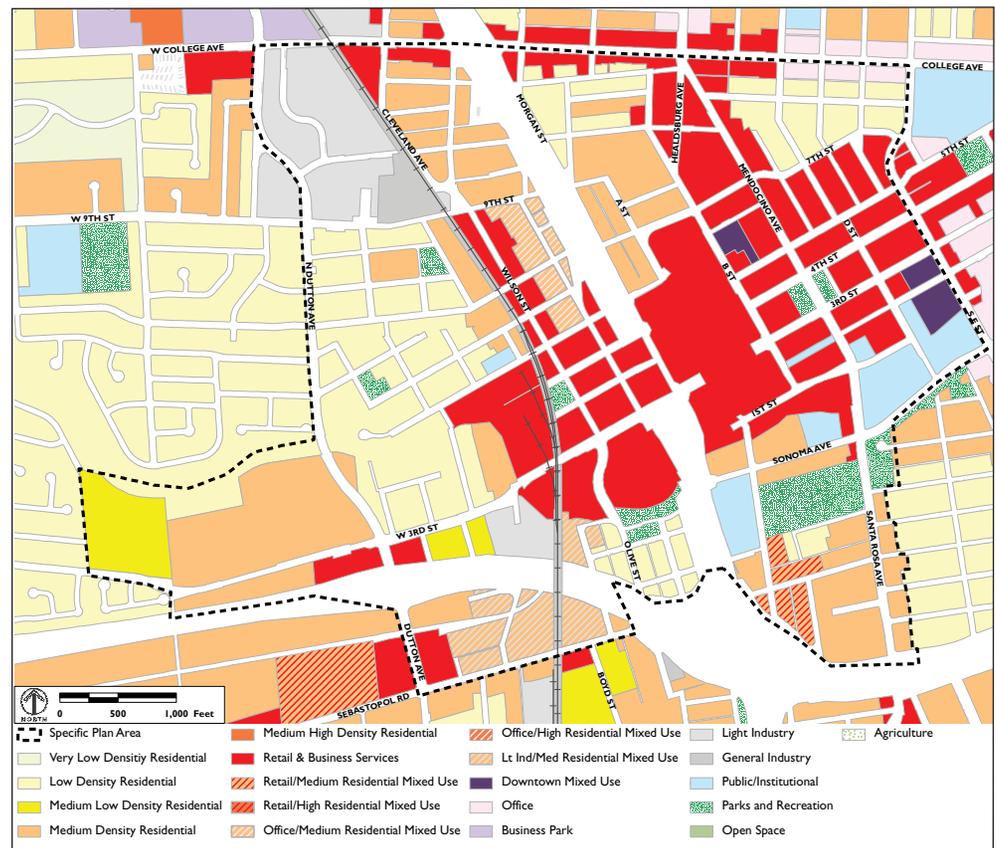


Figure 2-5: Existing General Plan Land Use Designations

3. Zoning

In August of 2004, the City adopted its current zoning code and divided the city into zoning districts to implement the General Plan. The Zoning Code provides the general requirements for all development and new land uses and mandates that all proposed projects be consistent with the City’s Design Guidelines. The Plan Area includes a wide variety of zoning designations and reflects the goals and uses set forth in the General Plan.

A Mid-Rise Policy was adopted as part of the Zoning Code in 2005. This Policy sets five-, seven- and ten-story height limits, up to 150 feet, for new development in specific locations in the downtown.

4. Existing Land Uses

In contrast to the single-use land use pattern that characterizes typical suburban development, the Plan Area currently contains a rich mix of land uses at varying levels of development intensity. Although this area exhibits the highest building densities in the city, many parcels in the industrial areas and near the rail right-of-way are vacant or underutilized.

The Plan Area is made up of retail and office uses in its core, and residential and industrial uses along its edges. It encompasses the Railroad Square and Courthouse Square commercial districts, the Santa Rosa Plaza shopping mall, a hotel and conference center and several government buildings. It is home to major financial institutions, numerous offices and retail shops and is surrounded by some of the city’s oldest residential neighborhoods. It also includes Imwalle Gardens, a reminder of the rural heritage of Santa Rosa. Figure 2-6 illustrates the existing land uses in the Specific Plan Area.

5. Circulation and Traffic

Existing traffic circulation in the Plan Area consists of substantial local and through traffic due to its role as the civic, retail and commercial center of Santa Rosa. The Level of Service (LOS) standard in the General Plan requires a minimum of LOS D or better along all major corridors. LOS is a measurement tool used to rank traffic along corridors and intersections. The General Plan provides an exception to the minimum LOS standard within the

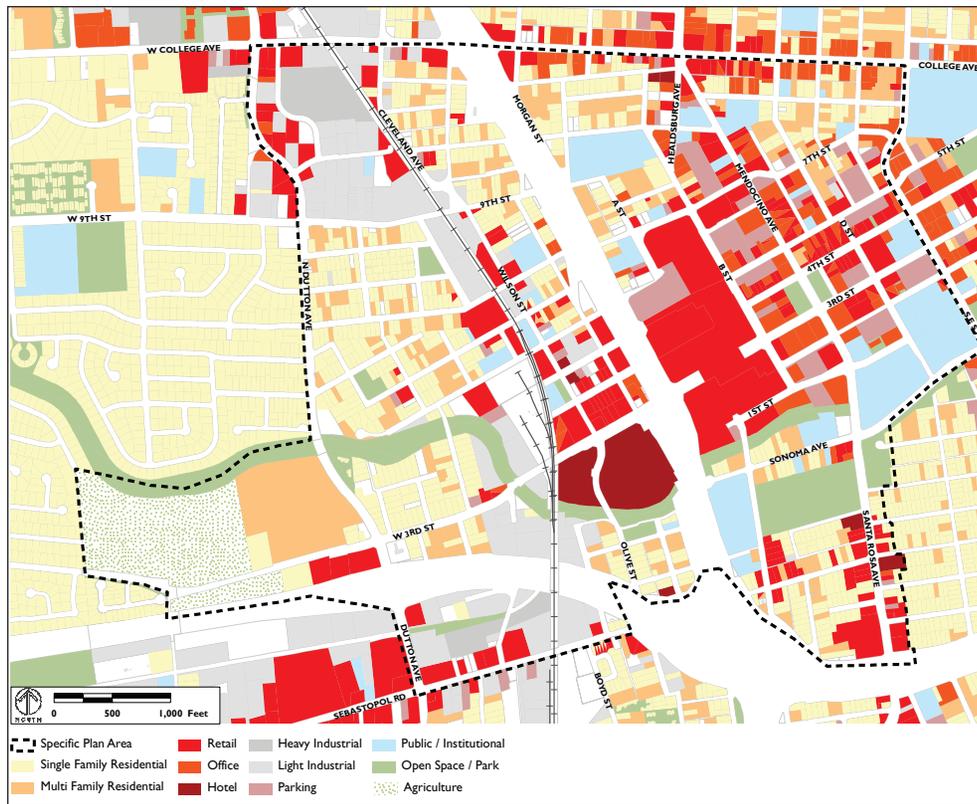


Figure 2-6: Existing Land Uses, 2005

downtown area, where the consequences of attainment would entail the loss of the area’s unique character.

The City of Santa Rosa maintains a database of current traffic counts, including most signalized intersections in the city, as well as segment volumes on major corridors. The majority of the Plan Area roadway segments are operating at LOS D or better, with the only exception being northbound Santa Rosa Avenue between Sonoma Avenue and Courthouse Square, which is operating at LOS E during the PM peak hour. A summary of the Level of Service calculations is provided in Table 2-1.

Intersection	Existing Conditions			
	AM Peak		PM Peak	
	Delay	LOS	Delay	LOS
State Route 12 East/Dutton Avenue	13.1	B	14.0	B
State Route 12 West/Dutton Avenue	16.7	B	18.5	B
Third Street/Dutton Avenue	17.4	B	22.6	B
Third Street/Wilson Street	24.9	C	25.3	C
Third Street/Davis Street	23.0	C	24.8	C
Third Street/Morgan Street	22.0	C	17.3	B
Third Street/B Street	17.6	B	29.5	C
Third Street/E Street	9.7	A	17.6	B
Ninth Street/Dutton Avenue	14.7	B	17.2	B
College Avenue/Dutton Avenue	27.9	C	41.5	D
Sebastopol Road/Dutton Avenue	19.3	B	27.5	C
Fifth Street/Davis Street	12.3	B	17.7	B
Roadway Segments	Speed	LOS	Speed	LOS
Third Street Eastbound	10.8	D	9.1	D
Third Street Westbound	9.9	D	13.3	C
Mendocino Avenue Northbound	11.7	D	11.0	D
Mendocino Avenue Southbound	11.5	D	10.0	D
Santa Rosa Avenue Northbound	9.2	D	8.8	E
Santa Rosa Avenue – Southbound	9.6	D	9.4	D

Table 2-1: Summary of Existing Level of Service Calculation

6. Transit

The Plan Area is served by multiple transit systems. Santa Rosa CityBus is the primary transit provider in Santa Rosa. CityBus operates 17 regularly scheduled routes throughout the city, with typical operation from 6:00 a.m. to 8:00 p.m. on Monday through Saturday, and from 10:00 a.m. to 5:00 p.m. on Sunday. Most Routes have an average daily ridership between 400 and 900 passengers and an average hourly ridership between 25 and 50 passengers. Typically, CityBus routes run on a 30-minute schedule during the week and a 60-minute schedule on the weekend. The primary downtown hub is at the Transit Mall on Second Street between Santa Rosa Avenue and B Street. The CityBus routes operating within the Plan Area at the time of this existing conditions analysis are shown in Figure 2-7.

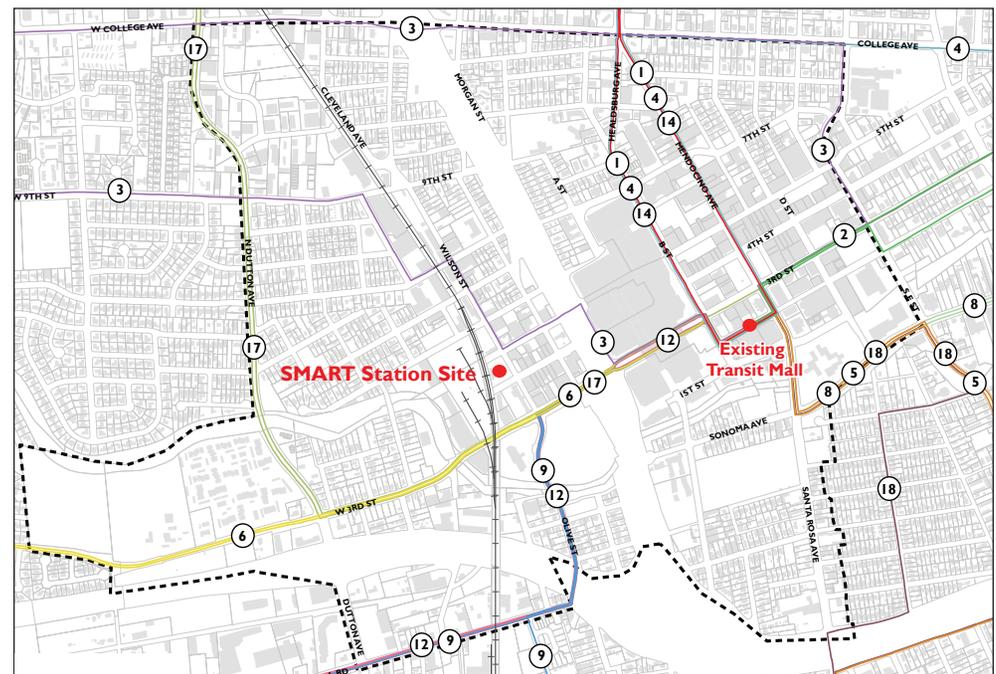


Figure 2-7: CityBus Routes, 2006

The City of Santa Rosa currently contracts for paratransit service to provide curb-to-curb transportation for disabled riders within the city limits and the Roseland area. Service hours are Monday through Saturday from 6:00 a.m. to 8:00 p.m. and Sunday from 9:00 a.m. to 4:00 p.m. Currently, there are approximately 2,200 people in the City’s paratransit database, which resulted in a total of 44,405 rides in 2004.

Sonoma County Transit and Golden Gate Transit also provide regular service into and around the Plan Area. Sonoma County Transit has seven routes that serve the Transit Mall and typically run on a one- to two-hour schedule on weekdays and two- to three-hour schedule on weekends. Golden Gate Transit has four routes that serve the Transit Mall, three of which are commuter lines that run southbound in the morning and northbound in the evenings on weekdays. The other Golden Gate Transit route runs on a one-hour schedule on weekdays and the weekend.



Prince Memorial Greenway

7. Bicycle and Pedestrian Facilities

Santa Rosa has a developing network of existing bicycle and pedestrian routes to facilitate circulation in and around the Plan Area. An expanding network of Class I, II and III bikeways facilitates north-south and east-west travel for transportation and recreation. Sidewalks on public streets are provided for the majority of the Plan Area, although lacking

on some streets, and crossing of major corridors by pedestrians can be challenging. Sidewalks generally range from four to twenty feet wide, with the widest sidewalks located along the main pedestrian corridors in the downtown area. The primary existing dedicated pedestrian and bicycle paths in the Specific Plan Area are the Prince Memorial Greenway, which runs along Santa Rosa Creek on the north side of Highway 12, and the Joe Rodota Trail, which runs parallel to the south side of Highway 12. The Joe Rodota Trail passes under Highway 12 near the railroad right-of-way and connects with the Prince Memorial Greenway on the north side of Santa Rosa Creek.

8. Parking

The management of parking supply and demand is a key component to success of a Specific Plan. Public parking in the downtown area is the responsibility of the City of Santa Rosa, which manages the Downtown Parking District. The District relies on property assessments to finance capital improvements, such as land acquisition and construction, and user fees to cover operating expenses. There is an existing parking supply of 3,954 public parking spaces in the central Courthouse Square area and 415 public parking spaces located in and around Railroad Square.

E. VISUAL CHARACTER AND URBAN DESIGN

A careful analysis of the existing visual character of the Plan Area and surroundings was done to understand the negative and positive aspects of existing streets and neighborhoods. This analysis was presented to the community during the planning process and informed the discussion of appropriate development.

1. Existing Visual Character

The striking aspect of the existing visual character in the Plan Area is the diversity of development, including types and sizes of streets, height and density of development, and age of structures. The experience of moving around this relatively small area varies from intimate neighborhood lanes to vibrant shopping streets like Fourth Street to expansive multi-lane avenues such as Santa Rosa Avenue. Most major periods of American architectural development are represented in the Plan Area, from the fine-grain main street ideal of the late 1800s to horizontal detailing of modern design of the 1930s to the self contained glass office buildings of the 1970s and later. Several community focal points serve to orient visitors and residents



Courthouse Square

including Old Courthouse Square, the DeTurk Round Barn, Railroad Square water tower, Hotel La Rose, and Santa Rosa Creek. Most buildings and streets in the Plan Area are well maintained, and recent streetscape improvements have made a positive impact. Many streets and public spaces are distinguished by mature street or park trees, in keeping with the exceptional horticultural heritage of Santa Rosa.

2. Scale of Existing Development

A walkable and livable environment is aided by a fine-grain development. Figure 2-8 is a map of the Plan Area showing density of existing development. All buildings and structures are shown in black to help show the character of the spaces in-between buildings. It is generally acknowledged that people feel comfortable in urban spaces with bounded edges as long as there are interesting events and occurrences along the way. This is why intensity of development is important to the sense of comfort for pedestrians.



Figure 2-8: Figure-ground of Specific Plan Area

3. Connectivity and Circulation

Individual neighborhoods within the Plan Area typically have clear internal circulation patterns and are easily accessible for automobiles, bicycles and pedestrians. There are many obstacles, however, to easy connections between these districts and across the Plan Area. The Santa Rosa Plaza mall, along with its associated parking structures, and Highway 101 form a barrier that significantly limits pedestrian and automobile access between the eastern and western portions of the Plan Area. Highway 12 poses a

significant barrier to north-south circulation linking the Plan Area to southern Santa Rosa. The trail along Santa Rosa Creek provides a safe, attractive and highly functional east-west bicycle and pedestrian connection, but the Creek has few north-south crossings in the western portion of the Plan Area. Figure 2-9 indicates the major obstacles to circulation and those places where connections across these obstacles may be made.

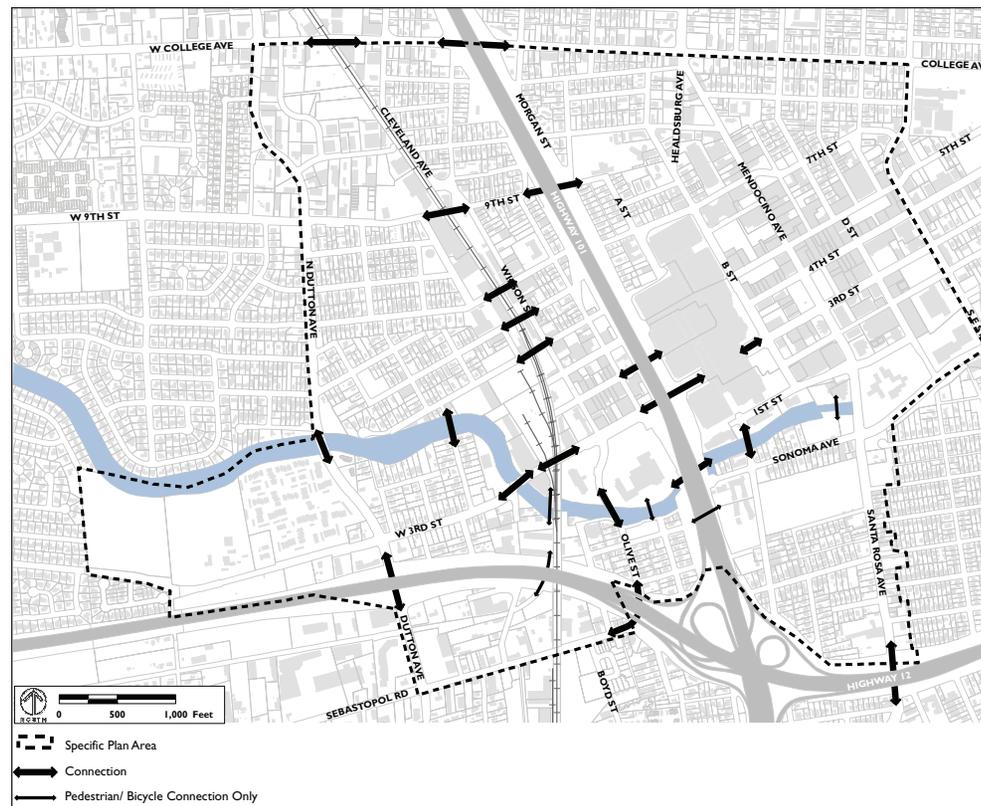


Figure 2-9: Connectivity and Circulation

F. MARKET AND ECONOMIC CONDITIONS

A 2005 market analysis prepared for the City indicates that there is market demand for additional residential, retail and office uses in the Plan Area. There are approximately eight million square feet of retail in the city, 96 percent of which is leased. In the downtown area there is currently approximately two million square feet of retail space, including the Santa Rosa Plaza at 698,000 square feet. On-street retail uses in the downtown area have recently transitioned to eating and drinking, local serving and specialty retail uses. As of 2006, Santa Rosa rents per square foot range from \$1.25 to \$1.50 for larger properties and from \$1.75 to \$2.00 for smaller ones. New retail space may command lease rates up to \$2.00. High density residential development has the potential to increase retail demand and therefore rents.

The downtown area is the largest Santa Rosa office submarket with approximately 1.2 million square feet or 30 percent of total office space. Growth in office employment and new development has occurred proportionately less in the downtown area than other Santa Rosa locations. Office rents currently range between \$1.40 and \$2.35 per square foot per month.

The Plan Area encompasses a number of established residential neighborhoods with both single-family and multi-family housing. These neighborhoods are not expected to change substantially. Other neighborhoods including Railroad Square and Courthouse Square have potential for substantial new housing development. Given current market conditions and increasing acceptance of higher-density housing, there appears to be demand for new for-sale units. The number of existing housing units within the Plan Area is estimated at 2,000.

G. PENDING AND RECENT PROJECTS

Several proposed, ongoing and recently-completed projects within and around the Plan Area significantly impact the future of Santa Rosa and informed the development of the Specific Plan.

- ◆ **SMART Joint Development Project.** SMART has selected a developer to jointly develop the 5.68 acre site it owns on the west side of the railroad right-of-way, across from the historic depot. Potential uses include residential condominiums, a food and wine center, neighborhood serving retail uses, shared parking facilities and public open space.
- ◆ **Courthouse Square Reunification.** A land use and circulation feasibility study on reunifying Courthouse Square was completed and accepted by City Council in 2004. A Design Competition for redesigning the current configuration of Courthouse Square was held in 2007. SWA Group was selected to lead design efforts for reconfiguring Courthouse Square. The Specific Plan assumes Courthouse Square will be reunified.
- ◆ **Highway 101 Widening.** Caltrans is constructing additional width on Highway 101 from the Highway 12 interchange north to Steele Lane. An overpass structure will be built over Sixth Street as part of the widening project and a new connection under the highway at Sixth Street is being planned.
- ◆ **Comstock Mall Mixed Use.** On the site of the Roxy on the Square movie theater, a plan for construction of a 14-story mixed-use development of 116 residential units with ground floor retail is being developed.
- ◆ **DeTurk Winery Village Project.** Reuse and conversion of the historic DeTurk Winery buildings on Donahue Street into 80 residential condominiums.
- ◆ **Santa Rosa Cannery Project .** Development of a five-story building with 65 residential condominiums and 15 live-work units. The project will provide an enhanced pedestrian pathway connection between the SMART property and Prince Memorial Greenway / Santa Rosa Creek.
- ◆ **West End Village Project.** Redevelopment of warehouse buildings on Wilson Street between 8th and 9th streets with 25 townhome units, 20 live-work units and 3,000 square feet of commercial / retail space. The project proposes to provide enhancements along the future pedestrian and bicycle trail along the SMART rail corridor.
- ◆ **4th and Davis Office Building.** Development of a 44,000 square-foot office building with 7,600 square-feet of ground floor commercial/retail space on Davis Street between 4th Street and 5th Street.

- ◆ **Railroad Square Terraces Project.** A mixed-use infill development in the heart of the Railroad Square commercial area featuring 29 residential condominiums above 5,200 square-feet of ground floor commercial retail space.
- ◆ **Moore Center Project.** A five-story mixed use building at the corner of Healdsburg Avenue and 10th Street with 80 apartment units and 10,000 square feet of ground floor commercial/retail space along Healdsburg Avenue.
- ◆ **The Burbank Project.** A 26-unit residential infill project bordering the historic Cherry Street neighborhood on 7th Street.
- ◆ **Davis Street Office Project.** A four-story 34,000 square-foot office building located at the southeast corner of 4th and Davis Street.

3 VISION

The Downtown Station Area Specific Plan is based on the community's vision for the area and its future. This chapter provides a summary of this vision and sets goals for the physical form, location and function of new development foreseen by the Plan.

The Plan Area currently contains many elements necessary for the creation of a vibrant urban center, including a distinct identity and character, a diverse mix of uses, transit-oriented development, and pedestrian-friendly connections. The vision detailed in this chapter builds on the foundation those elements provide and outlines how they can be employed to direct future development and public improvements in the Plan Area. A conceptual illustration of the vision is presented graphically in Figure 3-1. Development and public improvements will take place as public resources and market forces dictate.



Conceptual Illustration of Performing Arts Center and New City Hall along Santa Rosa Creek



Figure 3-1: Conceptual Illustrative

A. ENHANCE DISTINCT IDENTITY AND CHARACTER

The Plan Area encompasses Santa Rosa’s civic, cultural and commercial core, as well as several historic neighborhoods that together form a diverse and distinctive character for the area. Ensuring the preservation and extension of these characteristics is a priority of the Specific Plan. To this end, development guided by this Specific Plan will:

- ◆ Capitalize on Railroad Square’s historic transportation role and reinforce this unique location while strengthening the coherent sense of place.
 - ◆ Build on the momentum created by the reunification of Courthouse Square and extend the positive pedestrian qualities of Fourth Street to other parts of the Courthouse Square area.
 - ◆ Retain and restore excellent examples of historic industrial character existing in the railway alignment including the historic water tower and the Fitzgerald Building on Roberts Avenue, and use this character as a context for new development in these areas.
 - ◆ Provide more opportunities for pedestrian connectivity on Santa Rosa Avenue in order to link the Juilliard Park and Burbank Gardens residential neighborhoods together.
- ◆ Ensure that new development along Santa Rosa Creek provides visual and physical connections to the creek in order to improve safety and liveliness for trail users.
 - ◆ Establish Fourth Street as the central pedestrian corridor between the east and west sides of downtown.
 - ◆ Support and enhance development of art and cultural facilities in the downtown area.



Conceptual Illustration of Fourth Street in Railroad Square

B. ENCOURAGE A DIVERSE MIX OF USES

The Specific Plan provides an important opportunity to reinforce the role of the Plan Area as a place to live, work, shop and visit. Successful urban centers offer a wide variety of amenities and foster an environment that is active throughout the day and evening. As the center of the business, residential, social and civic life for Santa Rosa, the Plan Area should provide a diverse mix of uses with a range of intensity levels. The Specific Plan will:

- ◆ Create the opportunity for additional residential units within the Plan Area to support a wide range of additional services and amenities. A larger residential base will also generate significant ridership for the SMART commuter rail system.
- ◆ Provide for a range of housing choices and support a diverse population by promoting development of different types of housing units, from lower-density townhouse units up to mid-rise mixed-use towers. Housing is affordable, accessible and designed with sustainability in mind.
- ◆ Plan for the development of a performing arts center, which will bring people from the region into the Plan Area and will be a community asset to residents as well as to retail and service businesses.
- ◆ Attract a grocery store to the downtown area.
- ◆ Assist in the development of a Food and Wine Center in Historic Railroad Square.
- ◆ Allow all existing uses in the Plan Area to remain, if desired, and contribute positively to the mix of uses.



Conceptual Illustration of Santa Rosa Avenue Mixed-Use Development

C. INCORPORATE TRANSIT-ORIENTED DEVELOPMENT

Transit-oriented development (TOD) promotes transit as a convenient alternative to the automobile, reducing automobile dependency and supporting a cleaner environment. TOD also fosters a more active and attractive location for visitors and residents alike. The Downtown Station Area Specific Plan is an excellent opportunity to create a pedestrian-friendly environment that provides multiple transportation choices for residents, employees and visitors. The Specific Plan will:

- ◆ Capitalize on the attraction of the new Downtown Station of the SMART system to bring additional people to the area. Development of the SMART Joint Development Project near the station site will serve as a major catalyst for new development and add to the activity already generated by Railroad Square.
- ◆ Ensure that mixed-use development with ground floor retail will be developed on key streets throughout the Plan Area to facilitate pedestrian connectivity along those streets.
- ◆ Create a transit supportive environment through land use intensification and establishment of transit-oriented development guidelines.

- ◆ Ensure that all improvements and development in the Plan Area will integrate and connect safely and effectively to all transit, including bus transit and the SMART line.
- ◆ Define ways in which parking demand can be balanced with the need and desire to enhance transit ridership and pedestrian amenities. A mixed-use development program will allow parking to be managed comprehensively rather than on a parcel-by-parcel basis.



Conceptual Illustration of Live/Work Housing on Roberts Avenue

D. CREATE ADDITIONAL PEDESTRIAN-FRIENDLY CONNECTIONS

The Santa Rosa downtown area has many streets that are attractive and encourage residents and visitors to walk or bicycle. They provide an active street life and enable choice in mode of transportation. There are gaps, however, and it can be difficult to move from one neighborhood to another on bicycle or foot. The implementation of streetscape improvements, the addition of pedestrian and bicycle linkages, and the elimination of visual and physical barriers will facilitate the unification of the Plan Area. The Specific Plan will:

- ◆ Continue efforts to improve the role of Santa Rosa Creek as a link to the region and a broader connection to the natural environment.
- ◆ Identify and prioritize the creation of new connections in the Plan Area, including the reconnection of Fourth Street through Santa Rosa Plaza, a new underpass under Highway 101 at Sixth Street, the reconnection of Roberts Avenue from Sebastopol Road to West Third Street, and the extension of Donahue Street into the Maxwell Court area.
- ◆ Support the effort to provide a dedicated pedestrian and bicycle multi-use path proposed by SMART along the railway right-of-way.
- ◆ Propose improvements to existing bicycle and pedestrian connections along key streets and corridors from surrounding districts and neighborhoods into the Railroad Square and Courthouse Square areas.

- ◆ Ensure a minimum level of service for existing and future vehicular traffic within the existing street grid by prioritizing needed intersection improvements while accommodating vehicles and pedestrians.
- ◆ Build upon existing bicycle and pedestrian networks.

4 LAND USE

This chapter describes the land use framework for the Downtown Station Area Specific Plan, which contains regulations to ensure that the land use goals are realized. Both the framework and policies build on policies already contained in the Santa Rosa 2020: General Plan, as well as the City’s Zoning Code and Design Guidelines.

A. LAND USE FRAMEWORK

The Specific Plan Area contains a diverse mix of land uses, development intensities, building heights and circulation patterns. To preserve the character of these diverse neighborhoods while guiding appropriate development, the Specific Plan Area is divided into seven distinct Sub-Areas. Figure 4-1 illustrates the locations and boundaries of the Sub-Areas. These are the Courthouse Square, Railroad Square, Railroad Corridor, Park and Gardens, Imwalle Gardens, and Residential and Historic Residential Sub-Areas.

Each Sub-Area has unique characteristics that inform potential development and land uses. The Land Use Framework sets development regulations for each of these Sub-Areas that include use, density and height. The regulations will supplement the City of Santa Rosa’s existing Zoning Code and Design Guidelines: any conditions not addressed are subject to Santa Rosa’s existing policies. Existing land uses that are not consistent with the regulations in the Land Use Framework are permitted to continue as legal nonconforming uses.



Julliard Park



Courthouse Square



Railroad Square Historic District



West End Historic Residential District

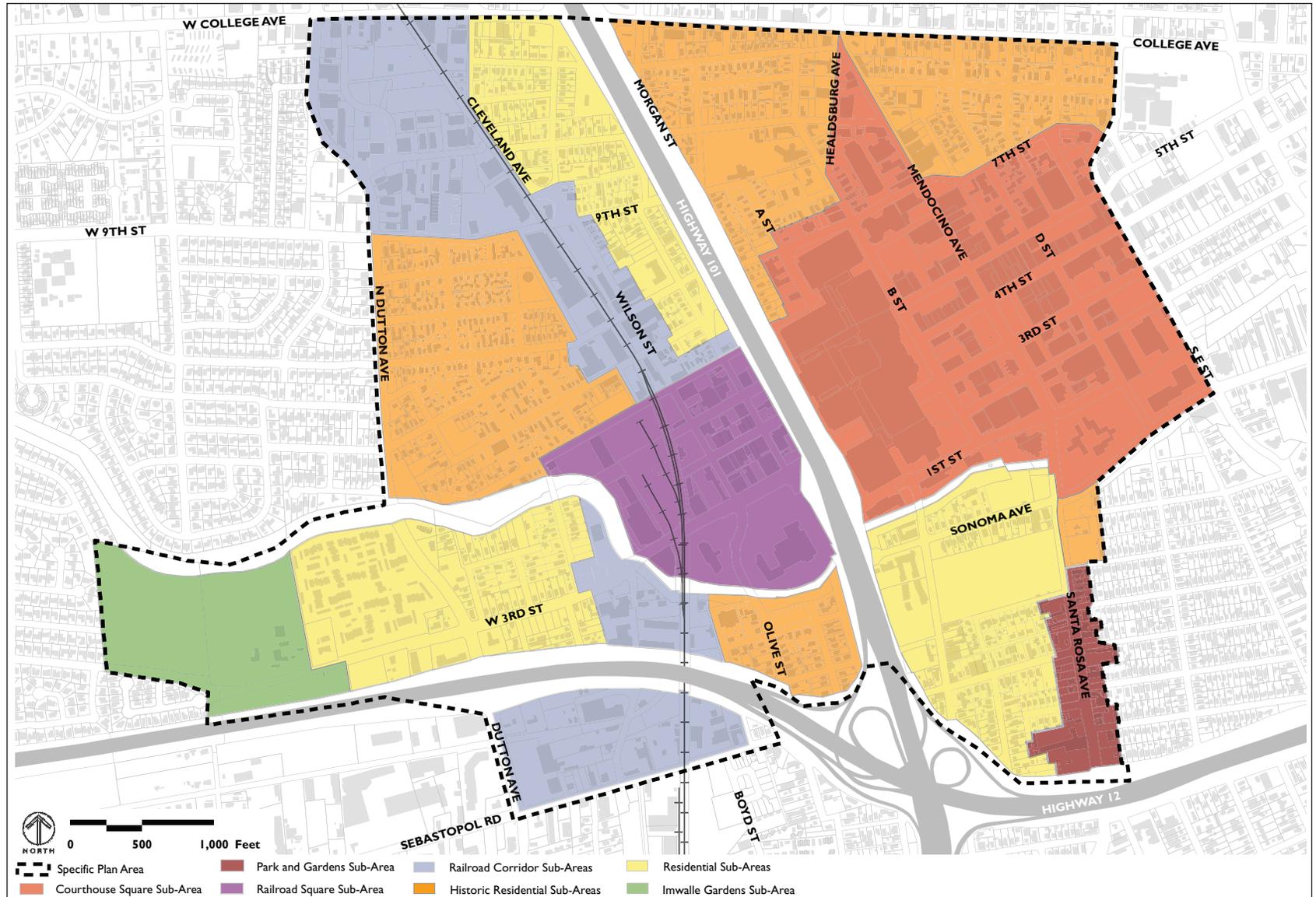


Figure 4-1: Land Use Framework Sub-Areas

1. Courthouse Square Sub-Area

The Courthouse Square Sub-Area is the commercial core of Santa Rosa. It extends from Highway 101 east to E Street, and from College Avenue south to Sonoma Avenue. This Sub-Area is a major employment, retail and government center as well as a transit hub for bus transit users. There are many notable and historic buildings in this Sub-Area. Although some parts of this Sub-Area are lively, especially along Fourth Street, many streets do not accommodate pedestrians very well.

The Courthouse Square Sub-Area is envisioned to be developed into a vibrant mixed-use area with new housing added to the existing office and retail uses. High-density housing appropriate for a

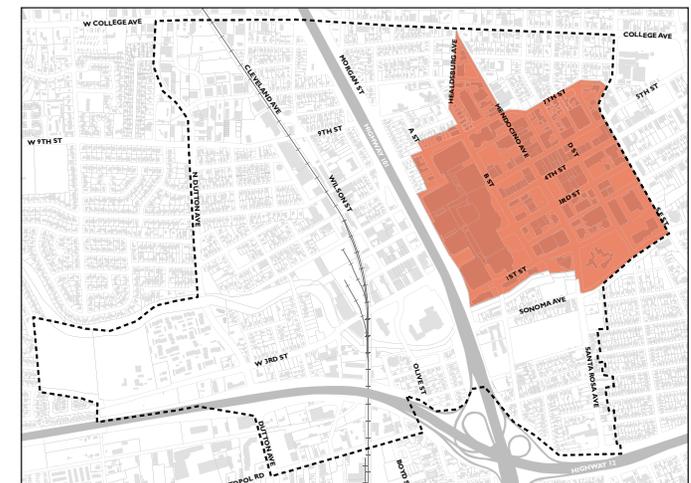


Example of a Mid-Rise Mixed-Use Development

city center is encouraged and continuous ground-floor retail will promote a pedestrian-friendly environment. More housing around Courthouse Square will increase activity at night, provide more street life and improve safety. Additional uses, such as a performing arts center and a downtown grocery store, are encouraged to increase the viability of housing in Courthouse Square.

Existing land use regulations currently support these goals with a few exceptions. Following are new land use regulations required to support the goals for the Courthouse Square Sub-Area:

- ◆ New development shall provide activity-generating uses at the ground floor along all public streets.
- ◆ Height limits shall remain unchanged and shall continue to follow the City’s existing Mid-Rise Policy. In accordance with current regulations, housing density levels in the Courthouse Square Sub-Area will remain unrestricted. Therefore, height limits will determine the density of development within the Courthouse Square Sub-Area.
- ◆ The Retail and Business Services designation shall allow a supermarket in the Courthouse Square Sub-Area.
- ◆ The land use designation for properties fronting the north side of Sixth and Seventh Streets and the west side of A Street is changed to allow for mixed-use development. The change is intended to encourage the development of activity generating uses at the street level that will draw people into the area. Residential development will continue to be allowed.



Courthouse Square Sub-Area

3. Railroad Corridor Sub-Area

The Railroad Corridor Sub-Area is the area historically influenced by commercial railway operations. The northern section ranges from Sixth Street to College Avenue along the railroad tracks and includes the Maxwell Court industrial area west to Dutton Avenue. The southern section ranges from Santa Rosa Creek to Sebastopol Road, also along the railroad tracks. South of Highway 12 it is bounded by Dutton Avenue to the west.

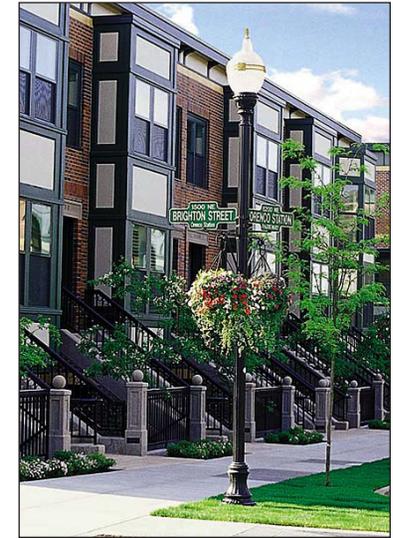
Many of the land uses existing in the Railroad Corridor Sub-Area are low intensity uses such as warehousing or storage. This area presents an opportunity for a diverse mix of multi-family housing, live-work housing and mixed-use residential with neighborhood-serving retail along with existing non-conforming uses. There are challenges associated with potentially hazardous materials on sites within this Sub-Area, and there are also some existing historic buildings that should be rehabilitated. Neighborhood-serving retail at the street level in key locations will provide community focal points, and small community open spaces will enliven the streetscape and provide places for children to play.

While the land uses and building forms envisioned for the future of this Sub-Area reflect a transition from current conditions, there are provisions within the Specific Plan that allow existing nonconforming uses to continue to operate in the interim. The following section describes the new land use regulations supporting the goals for the Railroad Corridor Sub-Area:

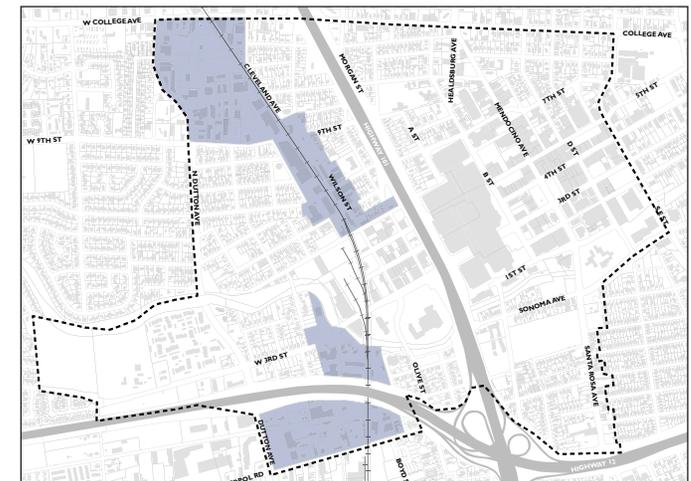
- ◆ Development located adjacent to an existing Residential and Historic Residential Sub-Area should be compatible in both scale and design with the adjacent neighborhood.
- ◆ There is a four-story height limit for new buildings within this

Sub-Area, with the exception of those projects located adjacent to existing Residential and Historic Residential Sub-Areas. The height limit for projects located in these areas is three stories.

- ◆ To facilitate the planned transition to a more compact development pattern within the sub-area, increased setback distances should not be used as a measure to mitigate potential noise and air quality impacts when new development is proposed next to non-conforming industrial or light industrial uses.
- ◆ Two pocket parks are proposed as part of the realization of this Plan: one is an approximately one-acre site in the Maxwell Court neighborhood, and the other is about one acre in the Sebastopol Road neighborhood. These are shown in Chapter 7, Utilities and Public Services.
- ◆ The existing historic Fitzgerald warehouse on Roberts Avenue in the Sebastopol Road area shall be retained and rehabilitated.



Example of a Live/Work Development

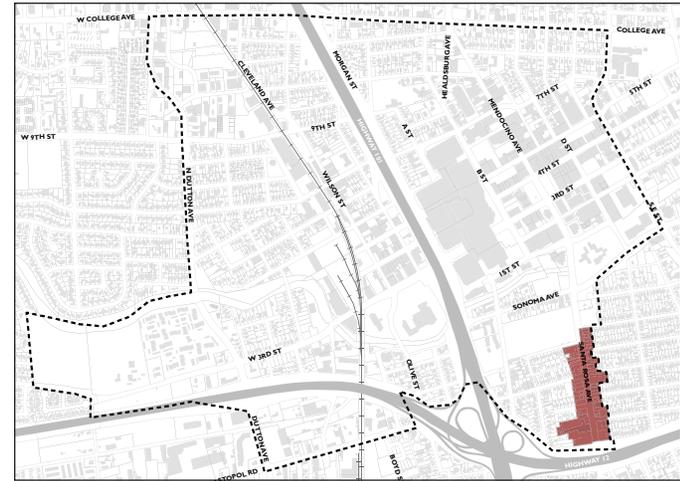


Railroad Corridor Sub-Areas

4. Park and Gardens Sub-Area

The Park and Gardens Sub-Area consists of the primarily commercial parcels along Santa Rosa Avenue, reaching from Highway 12 in the south to Charles Street at the north end. The existing character of this Sub-Area is that of a commercial strip, with buildings set back and separated from the street by parking lots.

Santa Rosa Avenue is a wide and busy vehicular corridor separating the Juilliard Park neighborhood and Burbank Gardens neighborhood. The Park and Gardens Sub-Area is envisioned as a place where new development will provide a shared identity for these two neighborhoods and enable new connections across Santa Rosa Avenue. It will be a mixed-use area with housing and retail uses allowed throughout.



Park and Gardens Sub-Area



Example of a Three-Story Mixed-Use Project

While the land uses and building forms envisioned for the future of this Sub-Area reflect a transition from current conditions, there are provisions within the Specific Plan that allow existing nonconforming uses to continue to operate in the interim. The following section describes the new land use regulations supporting the goals for the Park and Gardens Sub-Area are:

- ◆ There is a three-story height limit for new buildings in this Sub-Area. A minimum height of two stories is required.
- ◆ New buildings should be built up to the edge of the property line along Santa Rosa Avenue to give better definition to the street, with activity-generating uses on the ground floor of all new development, with parking set behind the structure.

5. Imwalle Gardens Sub-Area

The Imwalle Gardens Sub-Area consists of three undeveloped parcels on the north and south sides of West Third Street, one block west of Dutton Avenue. The parcels are collectively known as Imwalle Gardens and were once farmed by the Imwalle family. The family has ceased most farming activities, but continues to operate a small retail/distribution store on the property. The western portion of the property was recently redesignated for Medium-Low Density residential uses.

The following land use regulations shall guide new development in the Imwalle Gardens Sub-Area:

- ◆ No continuous walls or high fences shall be constructed along West Third Street adjacent to residential development. Entries to residential development should be visible from West Third Street.



Imwalle Gardens Sub-Area

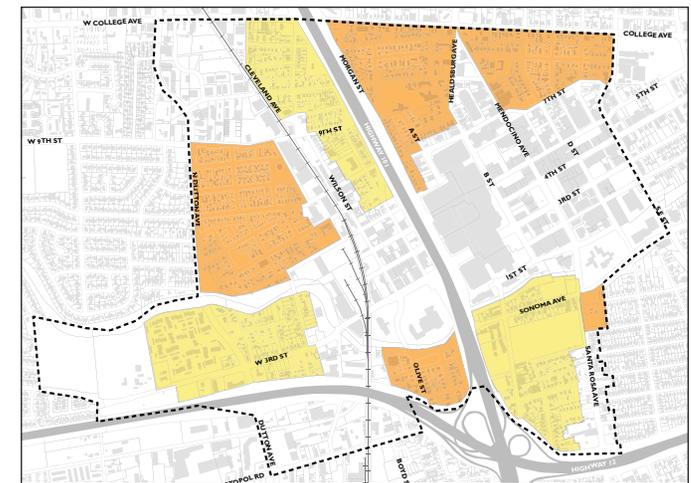
- ◆ At least one public street in the residential development shall connect from West Third Street to Santa Rosa Creek.
- ◆ A linear park approximately one and one-half acres in size shall be built along Santa Rosa Creek within the Sub-Area. Entries to residences shall face onto this park, or shall face onto a public street bordering the park.



Example of Small-Lot Single-Family Development

6. Residential Sub-Areas & Historic Residential Sub-Areas

The Residential Sub-Areas and Historic Residential Sub-Areas consist of eight distinct neighborhoods distributed around the perimeter of the Specific Plan Area. The Specific Plan Vision calls for maintenance and enhancement of the existing residential character of the Residential and Historic Residential Sub-Areas. For this reason the Specific Plan retains existing land use designations.



Residential and Historic Residential Sub-Areas

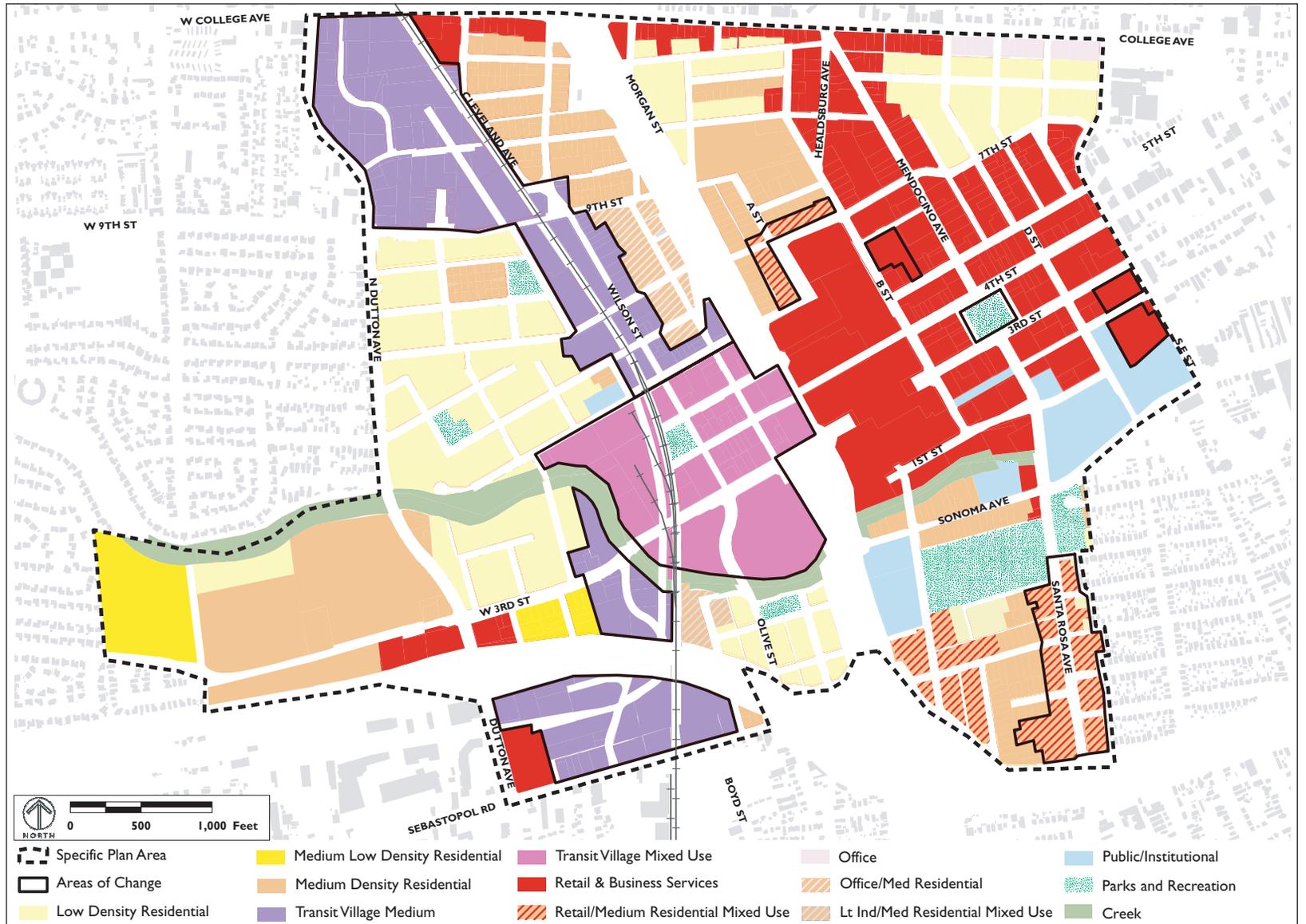


Figure 4-2: Land Use Designations for the Plan Area with Areas of Change Indicated

B. LAND USE DESIGNATIONS

This section describes the land use designations and associated development intensities that will apply in the Plan Area. Figure 4-2 illustrates the land use designations for the Plan Area; locations with different land use designations or development intensities from those in the *Santa Rosa 2020: General Plan* are outlined in black. In order to support the goals set forth in the Land Use Framework, the Specific Plan includes a new land use category, Transit Village, that has two classifications: Transit Village Medium and Transit Village Mixed Use.

Residential densities are stated as the number of housing units per gross acre of developable land. Development is required within the density range (both maximum and minimum) stipulated in the classification. Development standards established in the Zoning Code may limit attainment of maximum densities. Areas that have been designated for multiple land uses are distinguished by a striped pattern on the Land Use Diagram. Single or multiple uses are allowed in these areas, consistent with the designated land uses. Table 4-1 shows permitted densities and intensities for land use classifications.

1. Low Density Residential

Single-family residential development at a density of 2.0 to 8.0 units per gross acre is allowed in this classification, which is primarily intended for detached single-family dwellings. Attached single-family and multi-family units may be permitted.

2. Medium Low Density Residential

Housing at densities from 8.0 to 13.0 units per gross acre is allowed in this classification, which is intended for attached single-family

residential development. Single-family detached housing and multi-family development may be permitted. Development at the mid-point of the density range is desirable but not required.

3. Medium Density Residential

Housing at densities from 8.0 to 18.0 units per gross acre is allowed in this classification, which permits a range of housing types, including single-family attached and multi-family developments, and is intended for specific areas where higher density is appropriate. Development at the mid-point of the density range or higher is required. Single-family detached housing is not permitted.

Land Use	Residential Density (DU/GA)	Residential Density Mid-Point (DU/GA)	Square Feet Per Employee
<i>Residential</i>			
Low Density	2.0 – 8.0	5.0	-
Medium Low Density	8.0 – 13.0	10.0	-
Medium Density	8.0 – 18.0	13.0	-
<i>Transit Village</i>			
Transit Village Medium	25.0 – 40.0	-	300
Transit Village Mixed-Use	40.0 – 60.0	-	300
<i>Commercial</i>			
Retail and Business Services	-	-	300
<i>Office</i>			
	-	-	250
<i>Industrial</i>			
Light Industry	-	-	400
<i>Public/Institutional</i>			
	-	-	300

Table 4-1: Permitted Densities by Land Use

4. Transit Village Medium

This classification is intended to accommodate mixed-use development within approximately one-half mile of a transit facility. Development should transition from less intense uses at the outlying edges to higher intensity uses near the transit facility. Residential uses are required, and ground floor neighborhood serving retail and live-work uses are encouraged. Housing densities range from 25.0 to 40.0 units per gross acre.

5. Transit Village Mixed Use

This classification is intended to accommodate a well-integrated mix of higher intensity residential, office and commercial uses within one-quarter mile of a transit facility. Development is designed and oriented to create a central node of activity at or near the transit facility. Housing densities range from 40.0 to 60.0 units per gross acre.

6. Retail and Business Services

This classification allows retail and service enterprises, offices, and restaurants. Regional centers, which are large complexes of retail and service enterprises anchored

by one or more full line department stores, and destination centers, which are retail centers anchored by discount or warehouse stores, are allowed.

7. Office

This classification provides sites for administrative, financial, business, professional, medical and public offices.

8. Light Industry

This classification accommodates light industrial, warehousing and heavy commercial uses. Uses appropriate to this land use category include auto repair, bulk or warehoused goods, general warehousing, manufacturing/assembly with minor nuisances, home improvement retail, landscape materials retail, freight or bus terminals, research oriented industrial, accessory offices, and employee-serving commercial uses, and services with large space needs, such as health clubs. Professional office buildings are not permitted.

9. Public/Institutional

This classification allows for an area or cluster of governmental or semi-public facilities, such as utility facilities, government office centers, etc. New facilities may be appropriate in any land use category based on need and subject to environmental review.

10. Parks and Recreation

This classification allows for neighborhood and community parks, recreation complexes, golf courses and creekways.



Example of a Four-Story Mixed-Use Development

C. LAND USE GOALS AND POLICIES

Following are goals and policies established for the Specific Plan. These goals and policies are consistent with the existing goals contained in the *Santa Rosa 2020: General Plan* and are intended to guide development in the Plan Area.

Goal SP-LU-1: Ensure land uses that promote use of transit.

Policy SP-LU-1.1: Establish appropriate land use designations and development standards which will result in a substantial num-

ber of new housing units within walking distance of the Downtown SMART Station site.

Policy SP-LU-1.2: Improve pedestrian, bicycle and bus transit connections from surrounding areas to the Downtown SMART Station site as well as between neighborhoods surrounding the SMART Station site.

Policy SP-LU-1.3: Create pedestrian friendly environments and provide convenient connections to the transit facility for all modes of transportation.

Policy SP-LU-1.4: As part of new development and/or major renovation of Santa Rosa Plaza, require mixed-use redevelopment of the existing parking structures and provision of activity-generating uses at the street level along all street frontages, including Morgan Street, A Street, First Street, Seventh Street and B Street.

Policy SP-LU-1.5: Incorporate mixed-use development and activity-generating uses along the Third Street frontage as part of any additional development on the Hotel and Conference Center site.

Goal SP-LU-2: Encourage variety in new housing development.

Policy SP-LU-2.1: Provide a variety of housing types and densities in the Specific Plan Area.

Policy SP-LU-2.2: Consider use of “live-work” units as a transitional use between residential and industrial areas.

Policy SP-LU-2.3: Utilize existing City programs and policies to encourage and facilitate development of affordable housing within the Specific Plan Area.

Policy SP-LU-2.4: Allow adjustments to residential development standards for housing designed to be occupied by individuals with

disabilities in accordance with the City’s Reasonable Accommodation Ordinance.

Policy SP-LU-2.5: Evaluate issues of “visitability” in residential building design and develop a program for implementation of appropriate policies and/or standards.

SP-LU-2.6: Review the City’s Housing Allocation Plan to ensure it is a tool to provide affordable housing throughout the community, including Station Plan area. Evaluate alternative affordability requirements for their feasibility, including 20 percent very low and low/ 20 percent moderate and 60 percent above moderate, the existing 15 percent to low income requirement and other creative options being utilized to provide affordable housing. Complete study of the Housing Allocation Plan by mid-2008 to allow policies to be included in the Housing Element revision underway.

SP-LU-2.7: Revise the Housing Allocation Plan to modify the inclusionary threshold from acreage-based to unit-based in the Specific Plan Area and eliminate the mixed-use housing exemption.

Goal SP-LU-3: Encourage new development to incorporate sustainable building principles.

Policy SP-LU-3.1: Promote site and building design that improves energy efficiency by incorporating natural cooling and passive solar heating. This may include extended eaves, window overhangs, awnings and tree placement for natural cooling, and building and window orientation to take advantage of passive solar heating.

Policy SP-LU-3.2: Support the use of green or sustainable building materials, including recycled content materials that are consistent with the underlying architectural style and character of the building.

Policy SP-LU-3.3: Encourage green site design by utilizing native trees and plants where possible, incorporating permeable paving and designing resource-efficient landscapes and gardens.

Policy SP-LU-3.4: Utilize the Santa Rosa Build it Green (SR BIG) Program/Green Build Guidelines or equivalent and comparable guidelines for commercial and multifamily development as comprehensive guides for achieving sustainable building design and building practices.

Goal SP-LU-4: Develop a cohesive network of travel routes by guiding new development toward appropriate uses and design.

Policy SP-LU-4.1: Maintain and extend the positive qualities of the downtown area’s traditional development pattern by requiring activity-generating uses such as retail at street level throughout the Courthouse Square and the Railroad Square Sub-Areas.

Policy SP-LU-4.2: Require new development to include activity generating uses such as retail at the street level along Sixth Street, A Street and Seventh Street.

Policy SP-LU-4.3: Support the creation of a pedestrian-oriented environment along Santa Rosa Avenue with two to three-story mixed use buildings, improved street furnishings and other pedestrian amenities.

Policy SP-LU-4.4: New development and/or major renovations should be designed to reinforce and enhance the pedestrian-oriented character of Fourth Street (from Santa Rosa Creek to E Street) and Mendocino Avenue (between Second and Seventh Streets).

Policy SP-LU-4.5: In Railroad Square, new development and/or major renovations within the historic district shall be designed to respect, retain and enhance the historic qualities of the area.

Policy SP-LU-4.6: Development of properties along Fourth Street and West Fourth Street in Railroad Square shall be designed to maintain views of the historic water tower from the Fourth Street corridor.

Policy SP-LU-4.7: New development within the Railroad Square Sub-Area should be designed to create opportunities for interaction with adjacent development or public spaces. Internalization or isolation of active uses or spaces is discouraged.

Policy SP-LU-4.8: Development at the northern end of the SMART Site should be oriented toward West Sixth Street and designed to be compatible in both scale and materials with existing development in the West End neighborhood.

Policy SP-LU-4.9: Encourage the creation of a neighborhood retail hub and pedestrian crossing at the intersection of Sebastopol Avenue, Santa Rosa Avenue and Mill Street to enable interaction between the Juilliard Park neighborhood and the Burbank Gardens neighborhood.

Goal SP-LU-5: Create identifiable places while seeking to preserve and enhance the character of existing neighborhoods within the Plan Area.

Policy SP-LU-5.1: New development shall be designed to reinforce and enhance the distinctive and unique qualities of the Sub-Area it is located within.

Policy SP-LU-5.2: Prepare and implement streetscape design “palettes” for Sub-Areas within the Plan Area that will accent the identity of individual Sub-Areas and help define the character and role of the street.

Policy SP-LU-5.3: Require public and private improvement projects to be designed in conformance with the Development Guidelines and Streetscape Standards established in Chapter 5 of this plan.

Policy SP-LU-5.4: Allow continuance of existing non-conforming uses within the Plan Area until properties are ready to convert to uses that are consistent with adopted plans and regulations. Allow for maintenance and re-occupancy of buildings with non-conforming uses and exempt minor alterations and/or expansions of existing buildings from the development guidelines established in the Development Guidelines and Streetscape Standards chapter of this plan.

Policy SP-LU-5.5: Infill development in the Residential and Historic Residential Sub-Areas should incorporate and reflect character defining elements of the area as identified by the City’s Cultural Heritage Board and follow the design guidelines outlined in the City’s Processing Review Procedures for Historic Properties.

Policy SP-LU-5.6: Require development of a parallel frontage street along the Santa Rosa Creek corridor in the Imwalle Gardens Sub-Area to maximize visual and physical connections with the creek.

SP-LU-5.7: New development in the Davis and Ripley areas of the West End neighborhood shall be designed with special attention to compatibility with existing single-family units.

Goal SP-LU-6: Encourage development projects that will improve the quality of life in the Plan Area and draw new residents into the core of Santa Rosa.

Policy SP-LU-6.1: Proceed with plans for re-unification of Old Courthouse Square.

Policy SP-LU-6.2: Extend Fourth Street through Santa Rosa Plaza to allow the street to be reconnected between Courthouse Square and Railroad Square.

Policy SP-LU-6.3: Develop a new Civic Center, including a performing arts center and new City Hall in the area generally bound by Second Street, Sonoma Avenue, D Street and Santa Rosa Avenue.

Policy SP-LU-6.4: Expose the covered portion of Santa Rosa Creek as part of the development of the new Civic Center.

Policy SP-LU-6.5: Attract a grocery store to the downtown area.

Policy SP-LU-6.6: Pursue development of a new park and amphitheatre on the vacant land located at the west end of the Prince Memorial Greenway near the intersection of West Sixth Street and Pierson Street.

Policy SP-LU-6.7: Explore the feasibility of preserving the historic agricultural connection on the Imwalle property with the Sonoma County Agricultural Preservation and Open Space District.

Policy SP-LU-6.8: Coordinate with SMART on integrating the regional pedestrian/bicycle trail along the rail right-of-way with City and County bicycle and pedestrian master plans.

Policy SP-LU-6.9: Encourage development of neighborhood-serving retail uses in areas adjacent and accessible to residential neighborhoods. These retail uses should be compatible with the character of the immediately surrounding area and include “mom and pop” pedestrian-oriented stores. Larger scale, auto-oriented enterprises are discouraged.

Policy SP-LU-6.10: Consider public-private partnership opportunities to develop mixed-use projects on City-owned parking sites and facilities in the downtown area.

Policy SP-LU-6.11: Future development of City-owned surface parking lots located at B and Ross Streets and Third and E Streets and future redevelopment of the Post Office site located on Second Street shall include a mix of residential and commercial uses.

Policy SP-LU-6.12: Pursue opportunities to create an arts-supportive environment in the Specific Plan Area, including attraction of arts- and culture-oriented businesses and facilities, consistent with the City’s vision for the Santa Rosa Arts District.

D. DEVELOPMENT POTENTIAL

By applying development density prototypes to opportunity sites within the Plan Area and considering market projections the potential for development in the Plan Area was calculated. The Specific Plan assumes that up to 3,409 dwelling units, 197,500 square feet of office and institutional uses, and 296,000 square feet of retail uses could be developed over the next twenty years. These numbers were used to analyze infrastructure, traffic and other impacts. Table 4-2 indicates potential development in each of the Specific Plan Sub-Areas. The actual development may vary from these assumptions. The Plan recognizes that some opportunity sites may not develop as anticipated and that other unidentified sites may develop. This development program is meant to represent the potential for development under assumed conditions and to provide a framework for growth in the Specific Plan Area.

Development and improvements in the Plan Area are subject to the provisions of the General Plan, Zoning Code and Design Guidelines. Other policies addressing transportation, public services, utilities, and implementation can be found in later chapters of this Plan. Other policies to ensure no adverse environmental impacts for air quality, biological resources, cultural resources, geology and soils, hazardous materials, hydrology and noise can be found in the Downtown Station Area Specific Plan EIR.

Sub Areas	Residential	Office/ Public Institutional	Retail
Imwalle Gardens	280 Units		
Railroad Corridor	1,316 Units		9,450 Sq.Ft.
Railroad Square	344 Units	50,000 Sq.Ft.	94,960 Sq.Ft.
Courthouse Square	1,273 Units	147,500 Sq.Ft.	164,090 Sq.Ft.
Park and Gardens	146 Units		27,500 Sq.Ft.
Residential	50 Units		
Estimated Specific Plan Total	3,409 Units	197,500 Sq.Ft.	296,000 Sq.Ft.

Table 4-2: Development Potential by Sub-Area

5 DEVELOPMENT GUIDELINES AND STREETScape STANDARDS

This chapter describes the Development Guidelines and Streetscape Standards for the Downtown Station Area Specific Plan. They will ensure that new development and streetscape improvements along key corridors promote vibrant and attractive streets while improving connectivity within the Plan Area.

Unlike the City’s existing Zoning Code and Design Guidelines, both of which include provisions for development based on location and land use, the following Development Guidelines and Streetscape Standards apply specifically to designated corridors within the Specific Plan Area. These streets and passages are the pivotal corridors within the Plan Area and serve as the foundation for its existing and future character, degree of connectivity and emerging development patterns.

The Development Guidelines set out in this chapter are “form-based” and regulate the physical form rather than the land use classification to ensure a more attractive and better functioning built environment. The Streetscape Standards govern the design and installation of elements within and along key streets and corridors. Taken together, the Development Guidelines and Streetscape Standards will serve to reinforce distinctive characteristics within the Specific Plan Area and create environments that are comfortable to walk in.

All future projects associated with these streets and corridors should reference the following Development Guidelines and Streetscape

Standards as the primary authority for all design issues and utilize Santa Rosa’s existing policies and documents for any conditions not addressed. Any projects that are not associated with a designated street or and corridor, even if it is within the Plan Area, are subject to Santa Rosa’s existing Zoning Code and Design Guidelines.



The Historic DeTurk Round Barn

A. STREET AND CORRIDOR TYPES & URBAN DESIGN SUB-AREAS

The Specific Plan Area contains a complex network of streets and corridors varying in size, intensity of use, character and purpose. As in every community, some of these streets and corridors play a larger role in the daily functioning and traffic patterns of the area than others. A public workshop process helped identify existing key streets and corridors in the Plan Area, existing streets and corridors with potential to become key connections if improved, and locations for new key streets and corridors in the future. This information, along with public input on desired land uses and development intensities, was used to define a series of street and corridor types. By name, the street and corridor types suggest a certain character in terms of physical scale and travel orientation. Development Guidelines and Streetscape Standards have been developed for each street and corridor type. The guidelines and standards recognize the relationship between building form and the design of circulation and public space networks and are viewed as being critical to shaping the desired character of the corridor.

I. Influence of Sub-Areas

The Specific Plan Area is divided into seven distinct Urban Design Sub-Areas, and their boundaries and character are described in detail in the Land Use Regulations Chapter. The Courthouse Square, Railroad Square, Railroad Corridor, Park and Gardens, Imwalle Gardens and Residential and Historic Residential Sub-Areas each have a distinctive character and mix of uses that directly affect the streetscape and development of the streets or corridors passing through them. The Development Guidelines and Streetscape Standards include provisions that are intended to reflect distinctive and unique qualities found within each sub-area. Figure 5-1 illus-

trates the locations of all the identified key streets and corridors in relation to the Urban Design Sub-Areas.

2. Organization of Street and Corridor Types

All of the key streets identified within the Plan Area are divided into two broad categories, Street Types and Corridor Types, and each of these contain additional subdivisions within them. The Street Types category includes key travel routes for all modes of transportation and is subdivided into Urban Center Streets, Shop Front Streets, Boulevards, Entryway Streets, Live/Work Streets and Neighborhood Streets. The Corridor Types category includes all key pedestrian and bicycle routes through the Specific Plan Area and is subdivided into the Santa Rosa Creek Corridor, the SMART Rail Corridor and Pedestrian Connectors.

The Development Guidelines and Streetscape Standards address each of the Street and Corridor Types and include:

- ◆ New development shall provide activity-generating uses at the ground floor along all public streets.
- ◆ Goals describing the intended character, form and function of the street or corridor.
- ◆ Development Guidelines establishing the basic parameters governing building form for new construction or substantial renovation.
- ◆ Development Guidelines Special Conditions describing additional requirements or guidelines for specific private or public building locations.

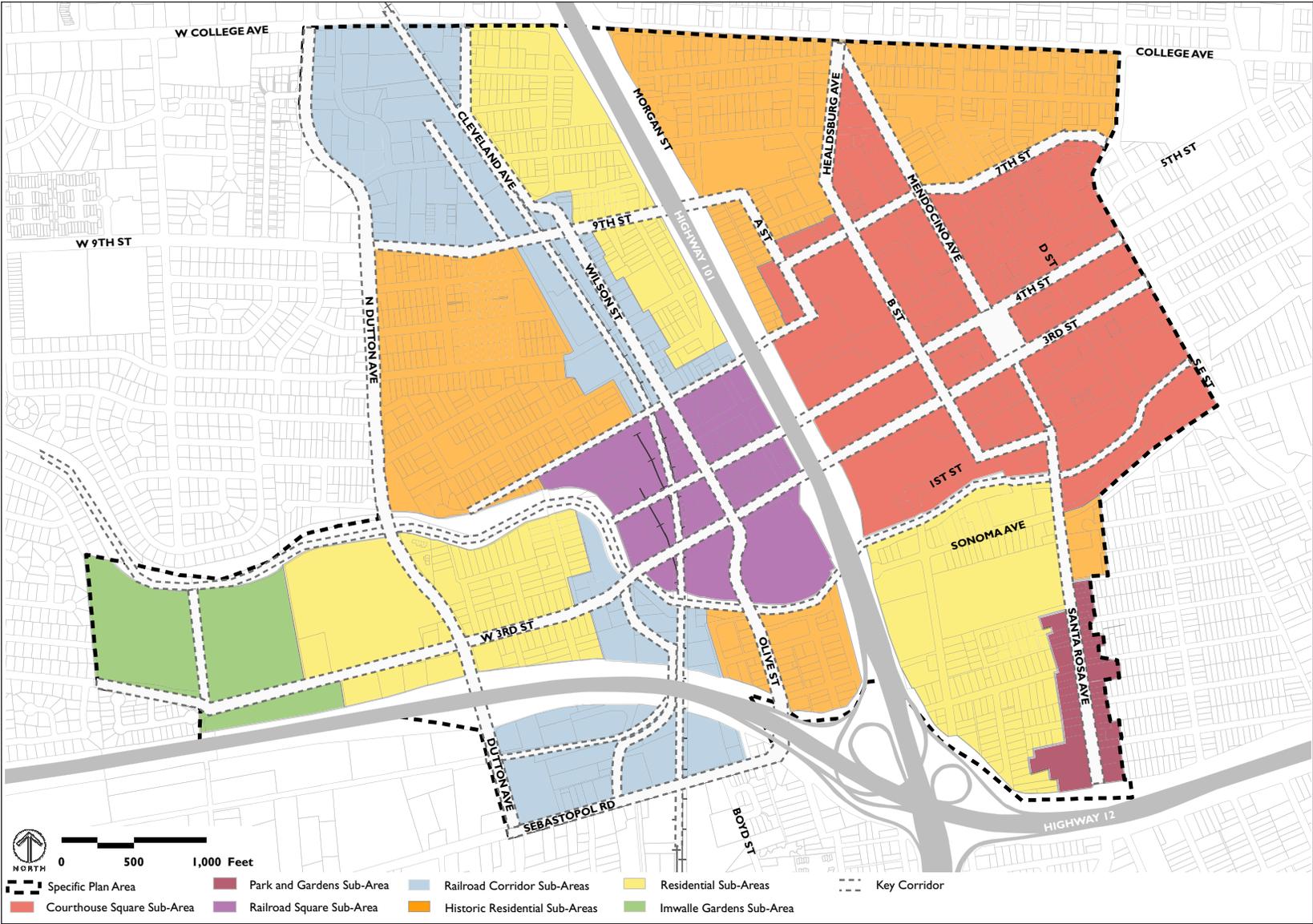


Figure 5-1: Key Streets and Corridors by Sub-Area

- ◆ Streetscape Standards establishing and continuing the development of quality streetscape elements within the street or corridor right of way.
- ◆ Streetscape Standards Special Considerations describing additional right of way guidelines for unique locations within the Specific Plan Area.

3. Development Guidelines: Requirements and Definitions

Several of the terms used in the Development Guidelines and Streetscape Standards have specific meanings within this chapter and are critical to the application of these regulations and recommendations.

Development Height and Orientation

- ◆ Building height is measured as the vertical distance from the natural grade of the site to an imaginary plane located at the allowed number of feet above and parallel to the grade. Building heights convey the intensity and scale of structures and impact the feeling of enclosure within the streetscape.
- ◆ Stepback requirements specify the number of feet a building should recede from the build-to line of the floor below it and are provided for all floors above a specified story. Stepbacks help create a continuous street wall edge, reduce the appearance of a building's scale and streetscape presence, and help control wind at the ground level. Six feet is the minimum stepback permitted to ensure a visual break in multi-story structures, and this distance provides the minimum width for a functional balcony.
- ◆ Ground floor height requirements ensure that pedestrian oriented uses such as retail can comfortably utilize the space.

Building Placement

- ◆ Build-to lines establish a mandatory distance from the property line that the wall of a building must be constructed. Build-to lines directly impact the character and activity along the adjacent sidewalk. A consistent build-to line is desirable in pedestrian-oriented environments.
- ◆ Parking location requirements ensure that prime pedestrian frontage is not disrupted by automobile parking.
- ◆ Ground floor land use requirements ensure that the ground floor uses are appropriate for the context.
- ◆ Transparency and street level entries provide visual stimulation and interest for pedestrians.

B. STREET TYPES

This section of the Development Guidelines and Streetscape Standards describes the six subcategories included in Street Types. These Street Types accommodate all modes of transportation and located along key corridors in the Specific Plan Area and include Urban Center Streets, Shop Front Streets, Boulevards, Entryway Streets, Live/Work Streets and Neighborhood Streets. The following sections identify the location of individual Street Types and describe character, general development guidelines and standards, and special considerations by corridor and/or sub-area. Specific development guidelines and standards for individual street segments within identified corridors are provided in Table B-1 in Appendix B, in the Street Specification Chart. Figure 5-2 illustrates the location of each of these Street Types within the Specific Plan Area.

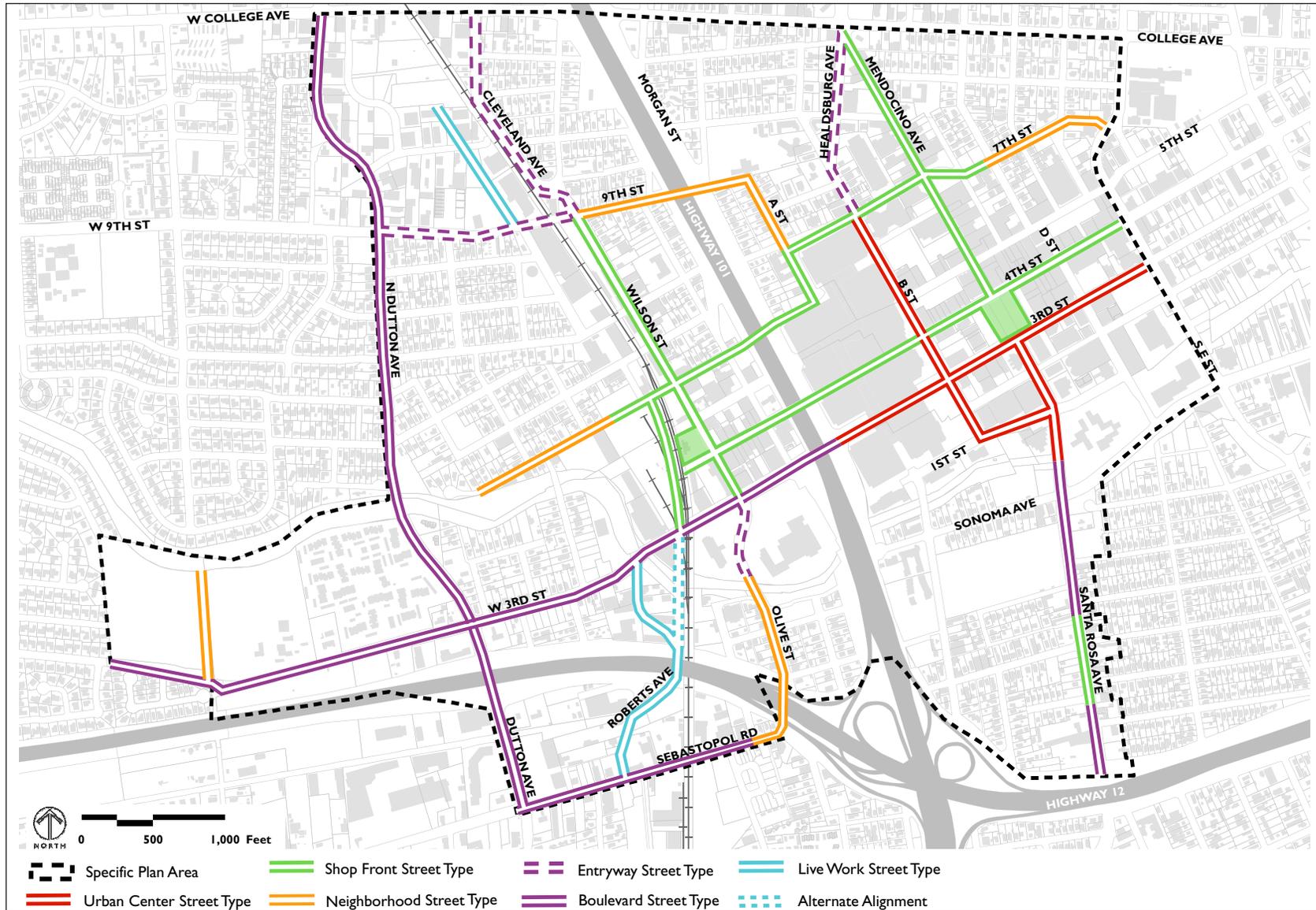


Figure 5-2: Identified Key Streets by Type

I. Urban Center Street Type

The following section describes the goals, development guidelines, streetscape standards and special considerations that apply to Urban Center Streets.

Urban Center Goals

The Urban Center Street Type exists only within the Courthouse Square Sub-Area. This street type epitomizes the bustling avenue of the regional metropolis, with tall commercial and residential buildings facing onto the right of way and high canopy street trees lining its edges. The Urban Center street type should provide easy

access through the eastern half of the Plan Area for vehicular and transit traffic. Cars and buses travel in three or four lane streets, shared where possible with striped Class II bicycle lanes. The Urban Center street frontage should also provide a comfortable and safe pedestrian environment for the high volume of people traveling in and out of the Sub-Area on a daily basis. Streetscape improvements and new development are aimed at providing a balance for these functions. Figure 5-3 illustrates the location of the Urban Center streets within the Specific Plan Area.

Urban Center Development Guidelines

The following Development Guidelines shall apply to all properties facing streets designated as Urban Center streets and apply to all properties on intersecting streets for a minimum of 50 feet. Figure 5-4 illustrates the height and orientation and Figure 5-5 illustrates the building placement of new development along Urban Center streets.

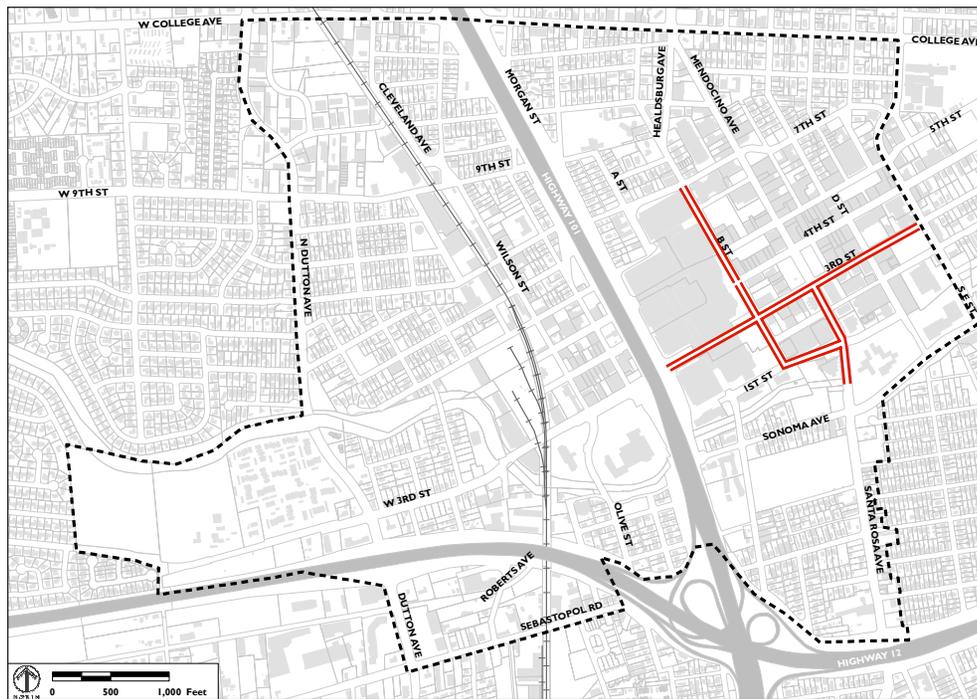


Figure 5-3: Urban Center Streets

- ◆ *Development Height and Orientation:* New buildings shall include a minimum of two stories and a maximum of ten stories. Buildings shall stepback a minimum of six feet above the fifth floor. Ground floor uses shall include a minimum of 12 feet floor to ceiling height.
- ◆ *Building Placement:* At least 80% of street frontage shall be located on the build-to line. Any proposed recess or setback shall be associated with entries or public space. At the ground floor, no parking shall be allowed within 20 feet of street frontage. Uses shall be activity generating and retail uses are encouraged. The ground floor frontage shall have a minimum of 50% transparency, and entries must face this street frontage.

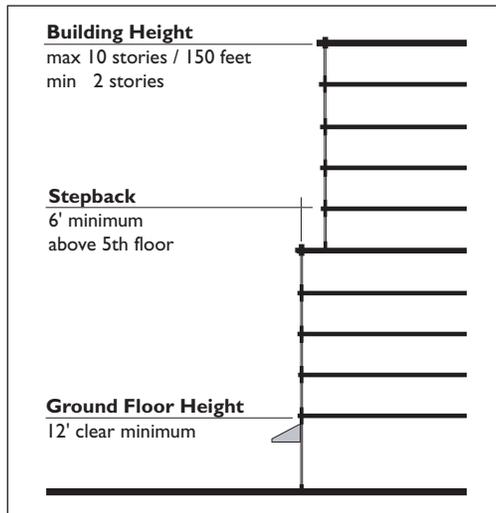


Figure 5-4: Height and Orientation

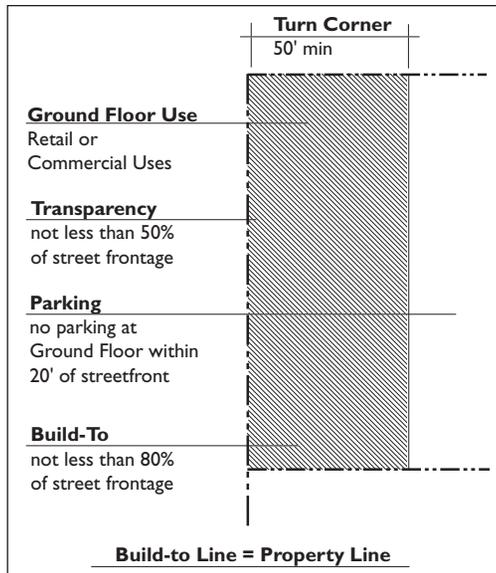


Figure 5-5: Building Placement

Development Guidelines Special Considerations

- ◆ Properties facing directly onto Courthouse Square should be developed with fairly consistent building heights and make efforts to establish the civic significance through unique architectural treatment. Ground floor uses shall be retail.
- ◆ Require right-of-way dedications or requiring building setbacks along Third Street and B Street to provide additional space for pedestrian facilities and planting of street trees where needed.
- ◆ New development on the existing City Hall site may be set back from the build-to line at the discretion of the Design Review Board.
- ◆ Future development of existing City-owned parking facilities should result in no net loss of public parking spaces, and should include increases in the supply of public parking spaces.

Urban Center Streetscape Standards

The following Streetscape Guidelines shall apply to all designated Urban Center Streets and shall govern the selection and design of elements along key streets and corridors. The *Street Trees Type*, *Street Lights Palette* and *Street Furnishings Palette* referenced below are defined in Santa Rosa’s Design Guidelines and should be referred to for additional information.

- ◆ *Street Trees*: Urban Center Street Type.
- ◆ *Pedestrian Crossings*: Curb bulb-outs should be included where possible and special paving should be considered at intersections of all streets.
- ◆ *Street Lights*: Courthouse Square Street Lighting Palette.
- ◆ *Streetscape Furnishings*: Courthouse Square Streetscape Furnishing Palette.

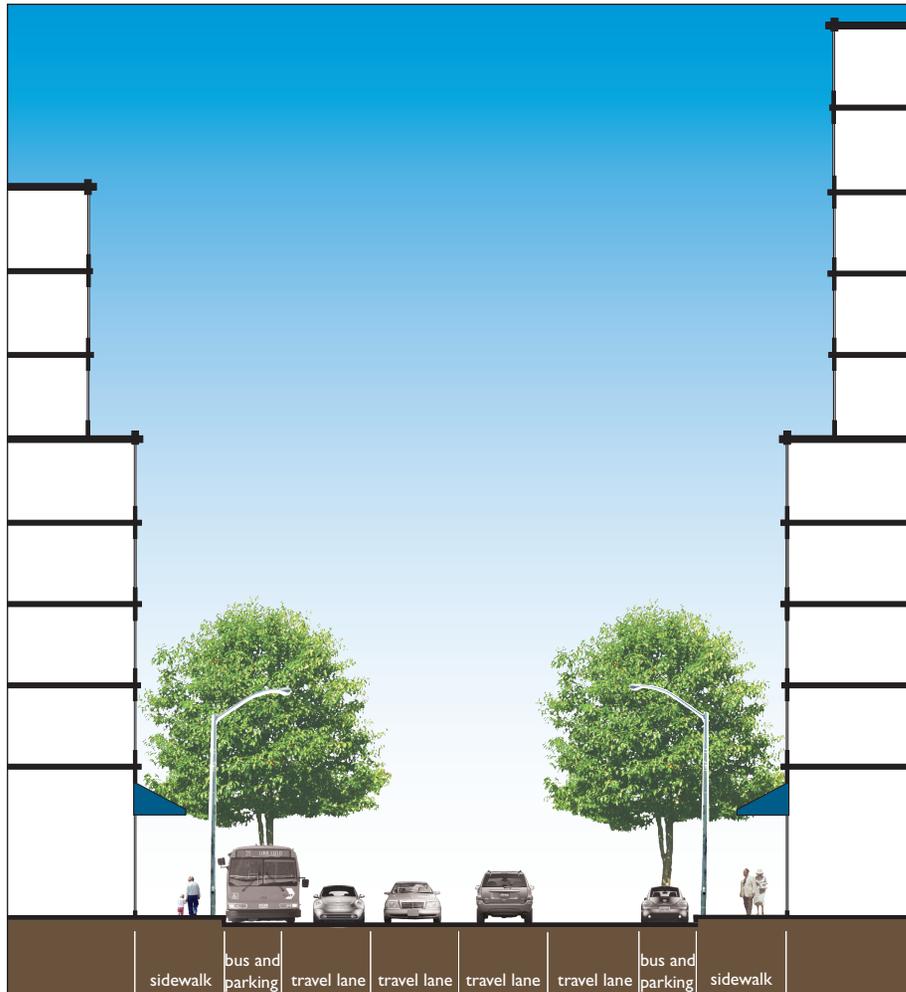


Figure 5-6: Urban Center Conceptual Street Section

- ◆ *Bicycle Provisions:* Street improvements should include Class II bicycle lanes along designated corridors.
- ◆ *Transit Provisions:* Install bus shelters and benches at stops along streets with bus routes.

Streetscape Standards Special Considerations

- ◆ Create a more unifying design for the Second Street Transit Mall where it intersects with Santa Rosa Avenue and B Street.
- ◆ The point at which Santa Rosa Avenue crosses over Santa Rosa Creek should include special signage or artwork to create an entry element and to announce the presence of the creek. Artwork should signify the importance of a future gateway park and proposed performing arts center nearby.
- ◆ Upgrade and maintain the lighting and public art along the section of Third Street that passes under the Santa Rosa Plaza.

Figure 5-6 provides a conceptual illustration of a typical Urban Center street section.

2. Shop Front Street Type

The following section describes the goals, development guidelines, streetscape standards and special considerations that apply to Shop Front Streets.

Shop Front Goals

The Shop Front street type exists in the Courthouse Square Sub-Area, the Railroad Square Sub-Area, the Railroad Corridor Sub-Area and the Park and Gardens Sub-Area. This street type represents the classic Main Street retail corridor and is epitomized by Fourth Street in both Courthouse Square and Railroad Square. The Shop Front street type is characterized by predominantly retail uses on the ground floor level with commercial and residential uses above. High canopy street trees provide shade and allow views into ground floor retail. These streets provide a balance of pedestrian comfort and vehicular access. Parallel or diagonal parking along both sides of the street provides parking for storefronts and helps to separate pedestrians from traffic. Development Guidelines and Streetscape Standards for the Shop Front street type are aimed at preserving these qualities where they exist and providing or strengthening them at other identified locations in the Specific Plan Area. Figure 5-7 illustrates the location of the Shop Front streets within the Specific Plan Area.

Shop Front Development Guidelines

The following Development Guidelines shall apply to all properties facing onto designated Shop Front streets and apply to all properties on intersecting streets for a minimum of 30 feet. Figure 5-8 illustrates the height and orientation and Figure 5-9 illustrates the building placement of new development along Shop Front streets.

- ◆ *Development Height and Orientation:* New buildings shall include a minimum of two stories. Height limits for properties along Shop Front streets are dependent on the particular Urban Design Sub-Area in which they are located. Refer to Table B-1 in Appendix B for specific information. Buildings shall stepback a minimum of six feet above the third floor. Ground floor non-residential uses shall include a minimum of 12 feet floor to ceiling height. Use requirements for properties along Shop Front streets are dependent on the particular Urban Design Sub-Area in which they are located. Refer to Table B-1 in Appendix B for specific information.



Figure 5-7: Shop Front Streets

- ◆ **Building Placement:** At least 80% of street frontage shall be located on the build-to line. The ground floor frontage shall have a minimum of 80% transparency, and entries must fast this frontage. All proposed recess or setback shall be associated with building entries or public space. At the ground floor, no parking shall be allowed within 20 feet of street frontage.

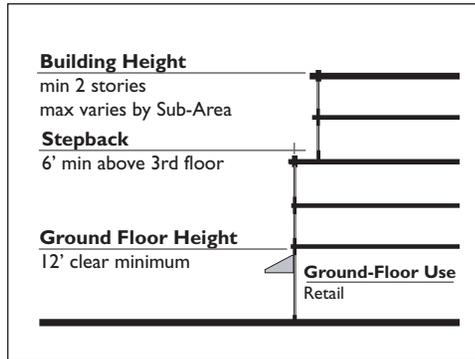


Figure 5-8: Height and Orientation

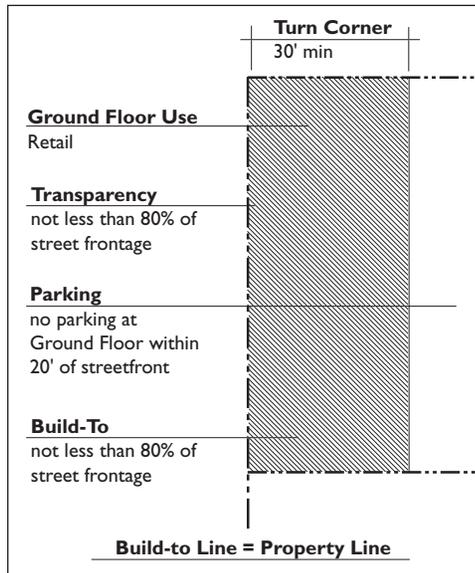


Figure 5-9: Building Placement

Development Guidelines Special Considerations

- ◆ Properties facing directly onto Courthouse Square should be developed with fairly consistent building heights and make efforts to establish the civic significance through unique architectural treatment. Ground floor uses shall be retail.
- ◆ Reconnect Fourth Street between Railroad Square and Courthouse Square through the Santa Rosa Plaza.
- ◆ Properties fronting on Fourth Street in Courthouse Square and Railroad Square shall have at least one retail use at the ground floor level.
- ◆ The intimate quality of Mendocino Avenue and Fourth Street in the

Courthouse Square Sub-Area should be retained in the design of the ground floor, reflecting small-scale development at the street level. Architectural step backs above the second floor are encouraged along the street front.

- ◆ Future development of existing City-owned parking facilities should result in no net loss of public parking spaces, and should include increases in the supply of public parking spaces.
- ◆ Development of properties in the Railroad Square Sub-Area between Santa Rosa Creek and the Northwestern Pacific railroad right-of-way should accommodate creation of a pedestrian promenade that extends along a projected alignment of Fourth Street from its current terminus at the railroad right-of-way due west to Santa Rosa Creek. An entry node where the promenade meets the Prince Memorial Greenway path should be created as envisioned by the adopted Pierson Reach Concept Plan.
- ◆ Development along the Fourth Street corridor in the Railroad Square Sub-Area, including its projected alignment west of the Northwestern Pacific railroad right-of-way to Santa Rosa Creek, should be designed to respect and preserve corridor views of the historic water tower.
- ◆ Development along the West Sixth Street frontage of the SMART property should be designed to be compatible in terms of scale, massing and materials with existing development in the West End neighborhood.
- ◆ Allow residential uses and live-work/office uses on the ground floor in the Railroad Corridor Sub-Area.

Shop Front Streetscape Standards

The following Streetscape Guidelines shall apply to all designated Shop Front Streets and shall govern the selection and design of elements along key streets and corridors. The *Street Trees Type*, *Street Lights Palette* and *Street Furnishings Palette* referenced below are defined in Santa Rosa’s Design Guidelines and should be referred to for additional information.

- ◆ *Street Trees:* Shop Front Street Type.
- ◆ *Pedestrian Crossings:* Curb bulb-outs should be included where possible, and special paving should be considered at intersections of all streets.
- ◆ *Street Lights:* Varies by Sub-Area. Refer to Table B-1 in Appendix B to determine appropriate standard.
- ◆ *Streetscape Furnishings:* Varies by Sub-Area. Refer to Table B-1 in Appendix B to determine appropriate standard.
- ◆ *Bicycle Provisions:* Street improvements should include Class II bicycle lanes along designated corridors.
- ◆ *Transit Provisions:* Install bus shelters and benches at stops along streets with bus routes.

Streetscape Standards Special Considerations

- ◆ In the Park and Gardens Sub-Area, an enhanced pedestrian crossing should be provided where Sebastopol Avenue and Mill Street intersect with Santa Rosa Avenue.
- ◆ The point at which Sixth Street crosses under Highway 101 should include special lighting and artwork.
- ◆ Development along the West Sixth Street frontage of the

SMART property should dedicate sufficient right-of-way for installation of angled parking.

- ◆ Install traffic calming roundabouts at the intersections of Sixth and A Streets and Seventh and A Streets.
- ◆ Realign Seventh Street between A Street and B Street to create a public plaza in front of the Sonoma County Museum.

Figure 5-10 provides a conceptual illustration of a typical Shop Front street section.

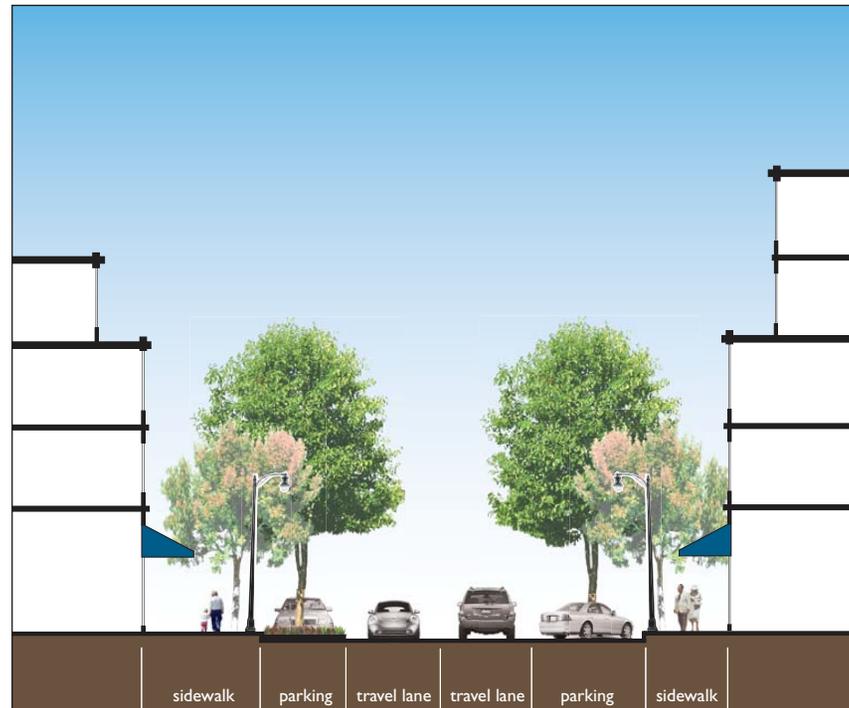


Figure 5-10: Shop Front Street Conceptual Street Section

3. Boulevard Street Type

The following section describes the goals, development guidelines, streetscape standards and special considerations that apply to Boulevard Streets.

Boulevard Goals

The Boulevard street type exists in the Railroad Square Sub-Area, Rail Corridor Sub-Area and the Park and Gardens Sub-Area. This street type is representative of the broad regional street and is tempered by the tight development pattern of the urban core. The feeling of enclosure should be provided by regular rows of high

canopy street trees. The Boulevard street type should provide smooth access into and through the central core of Santa Rosa for vehicular and transit traffic. Cars and buses travel in four lane streets, shared where possible with striped Class II bicycle lanes. The Boulevard street frontage should also provide a comfortable and safe pedestrian environment. Figure 5-11 illustrates the location of the Boulevard streets within the Specific Plan Area.

Boulevard Development Guidelines

These Development Guidelines shall apply to all properties facing onto streets designated as Boulevards and apply to all properties on intersecting streets for a minimum of 30 feet. Figure 5-12 illustrates the height and orientation and Figure 5-13 illustrates the building placement of new development along Boulevard streets.

- ◆ *Development Height and Orientation:* New buildings shall range from one story to a maximum of seven stories. No stepback is required. Ground floor non-residential uses shall include a minimum of 12 feet floor to ceiling height.
- ◆ *Building Placement:* The build-to line may be set back from the property line ten feet to provide extra sidewalk, landscape or public space. At least 60% of street frontage shall be located on the build-to line. Any proposed recess or setback shall be associated with entries or public space. At the ground floor, no parking shall be allowed within 20 feet of street frontage. The ground floor frontage shall have a minimum of 25% transparency and entries must face onto the street right of way.

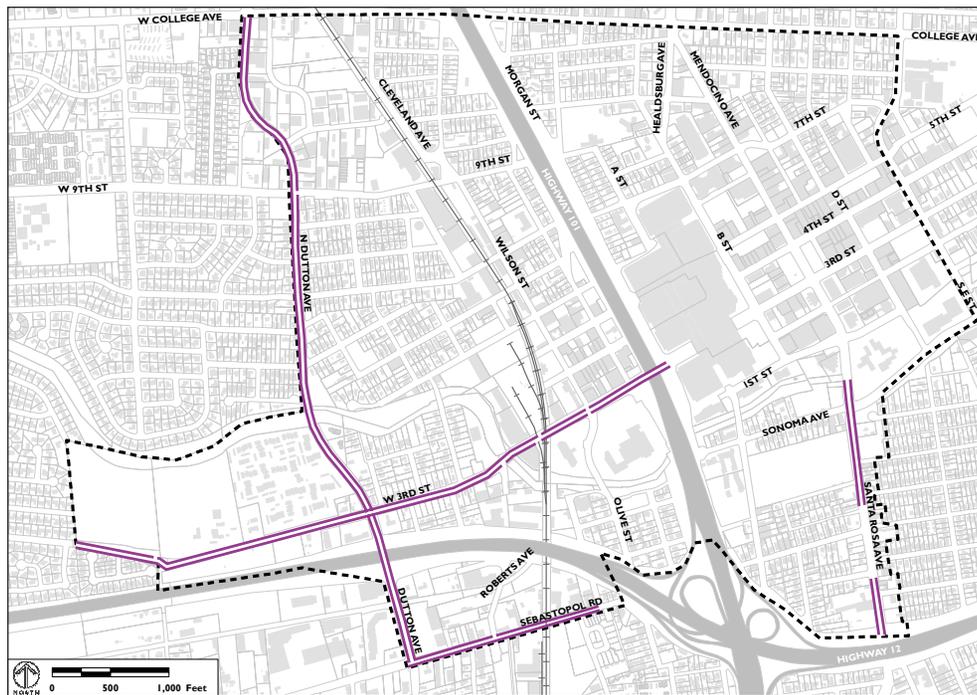


Figure 5-11: Boulevard Streets

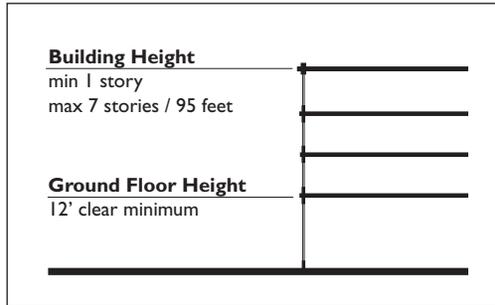


Figure 5-12 Height and Orientation

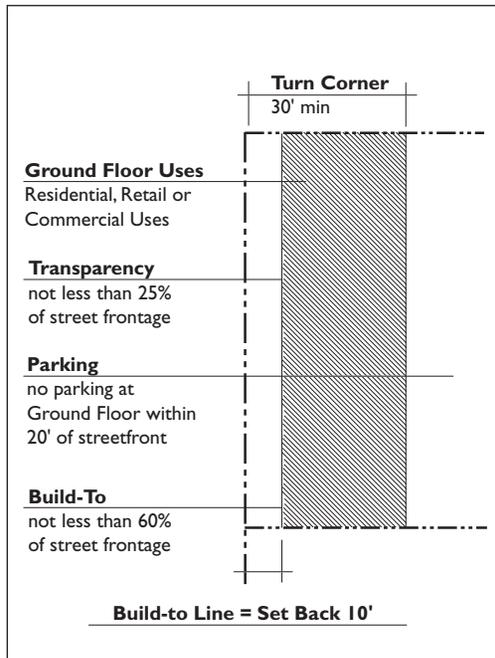


Figure 5-13: Building Placement

Development Guidelines Special Considerations

- ◆ New buildings in the Railroad Square and Park and Gardens Sub-Areas shall include a minimum of two stories.
- ◆ Pedestrian accessible entrances for all residential uses should be visible at the ground floor level.

Boulevard Streetscape Standards

The following Streetscape Guidelines shall apply to all designated Boulevard Streets and shall govern the selection and design of elements along key streets and corridors. The *Street Trees Type*, *Street Lights Palette* and *Street Furnishings Palette* referenced below are defined in Santa Rosa's Design Guidelines and should be referred to for additional information.

- ◆ *Street Trees*: Boulevard Street Type.
- ◆ *Pedestrian Crossings*: Curb bulb-outs should be included where possible, and special paving should be considered at intersections of all streets.
- ◆ *Street Lights*: Varies by Sub-Area. Refer to Table B-1 in Appendix B to determine appropriate standard.
- ◆ *Streetscape Furnishings*: Varies by Sub-Area. Refer to Table B-1 in Appendix B to determine appropriate standard.
- ◆ *Bicycle Provisions*: Street improvements should include Class II bicycle lanes along designated corridors.
- ◆ *Transit Provisions*: Install bus shelters and benches at stops along streets with bus routes.

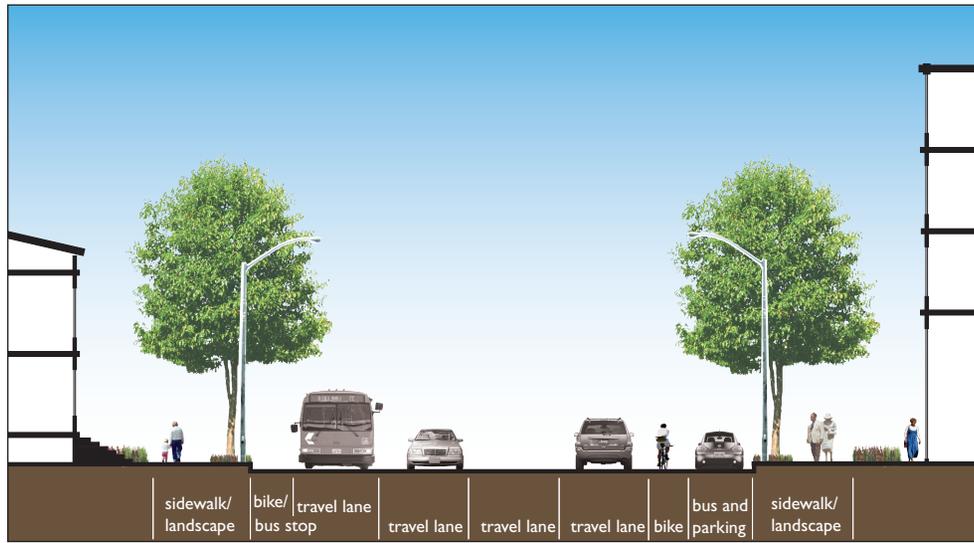


Figure 5-14: Boulevard Street Conceptual Street Section

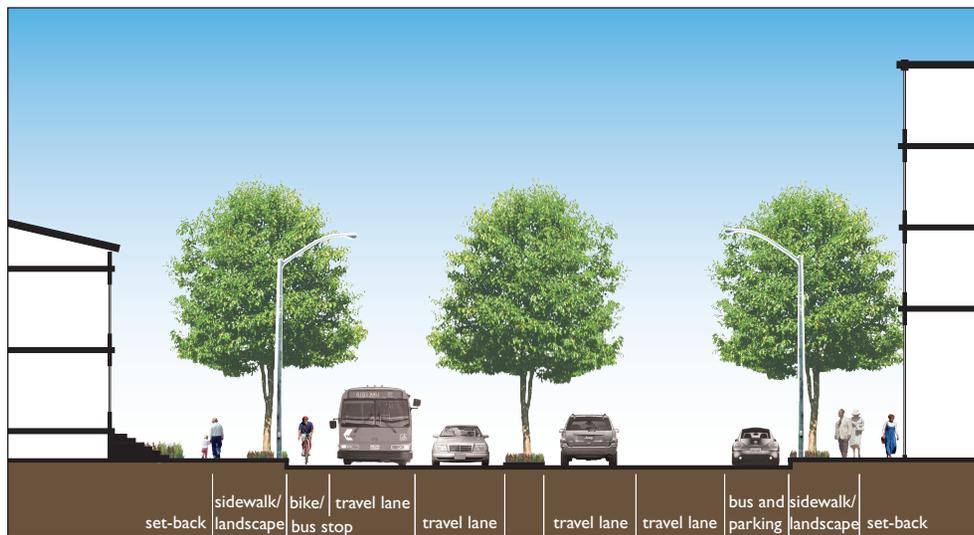


Figure 5-15: Boulevard Street with Median Conceptual Street Section

Streetscape Standards Special Considerations

- ◆ Additional street trees and landscaping elements should be planted along visible parking lots to visually screen them from the street and promote a sense of enclosure along the right of way.
- ◆ The point at which West Third Street crosses Santa Rosa Creek should include special signage or artwork to announce the presence of the creek.
- ◆ A landscaped tree median should be provided along Santa Rosa Avenue.
- ◆ A landscaped tree median should be provided along Dutton Avenue between West Ninth Street and Santa Rosa Creek.
- ◆ An enhanced pedestrian crossing with median refuge should be provided at the intersection of West Eighth Street and Dutton Avenue.
- ◆ Implement the streetscape improvements identified for the section of Sebastopol Road between Dutton Avenue and Olive Street in the Sebastopol Road Corridor Study.
- ◆ Where there is insufficient space to provide a separate turn-out lane for buses to load and unload passengers, buses are permitted to temporarily block the bike lane while stopping. Although the bike lane shall continue through marked bus stop zones, bicyclists may need to stop or join the flow of traffic when the lane is blocked.

Figure 5-14 provides a conceptual illustration of a typical Boulevard street section and Figure 5-15 provides a conceptual illustration of a typical street section of a Boulevard with a median.

4. Entryway Street Type

The following section describes the goals, development guidelines, streetscape standards and special considerations that apply to Entryway Streets.

Entryway Goals

The Entryway Street Type exists along key corridors in locations that bring travelers into the Specific Plan Area. In most cases, Entryway streets are within Residential or Historic Residential Sub-Areas facing more intensive development across the street. The goal for this street type is to mediate between the small scale residential and the larger scale development and to create a pleasantly landscaped street. Cars and buses travel in two or three lane streets, shared where possible with striped Class II bicycle lanes. The Entryway street frontage should also provide a comfortable and safe environment for pedestrians traveling between residential neighborhoods and Courthouse Square and Railroad Square. The Development Guidelines shall apply only to those sides of the Entryway Street Type which are not Residential or Historic Residential, while the Streetscape Standards shall apply to both sides of the Entryway Street Type. Figure 5-16 illustrates the location of the Entryway streets within the Specific Plan Area.

Entryway Development Guidelines

These Development Guidelines shall apply to all properties facing streets designated Entryway Street Types, with the exception of those within Residential and Historic Residential Sub-Areas, and apply to all properties on intersecting streets for a minimum of 30 feet. Figure 5-17 illustrates the height and orientation and Figure 5-18 illustrates the building placement of new development along Entryway streets.

- ◆ *Development Height and Orientation:* New buildings shall

include a minimum two stories and a maximum of five stories. Buildings shall stepback a minimum of six feet above the third floor. Ground floor non-residential uses shall include a minimum of 12 feet floor to ceiling height.

- ◆ *Building Placement:* At least 60% of the street frontage shall be located on the build-to line. Any proposed recess or setback shall be associated with entries or public space. At the ground floor, no parking shall be allowed within 20 feet of street frontage. Uses may be retail, commercial, or residential. The ground floor frontage shall have a minimum of 25% transparency and entries must face the street right of way.



Figure 5-16: Entryway Streets

Development Guidelines Special Considerations

- ◆ New development adjacent to the St Rose and West End historic neighborhoods should be compatible in height and scale with existing structures.
- ◆ Allow replacement of existing single-story single-family detached homes when located in a historic preservation district.

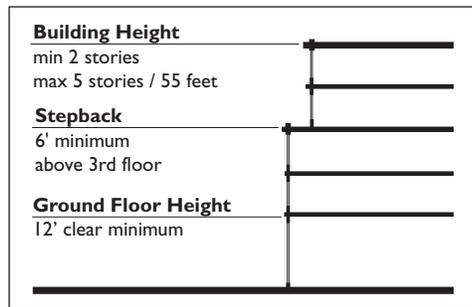


Figure 5-17: Height and Orientation

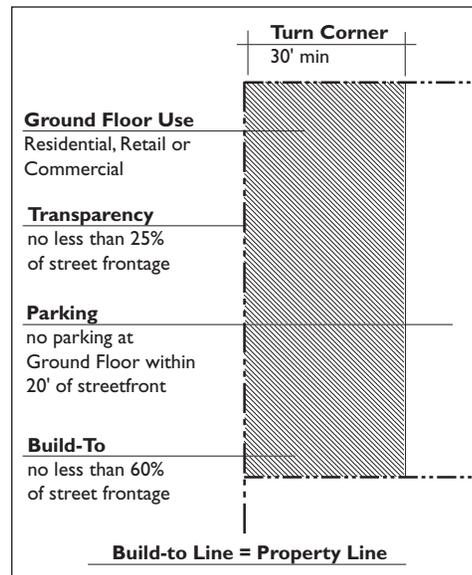


Figure 5-18: Building Placement

Entryway Streetscape Standards

The following Streetscape Guidelines shall apply to all designated Entryway Streets and shall govern the selection and design of elements along key streets and corridors. The *Street Trees Type*, *Street Lights Palette* and *Street Furnishings Palette* referenced below are defined in Santa Rosa’s Design Guidelines and should be referred to for additional information.

- ◆ *Street Trees*: Entryway Street Type.
- ◆ *Pedestrian Crossings*: Curb bulb-outs should be included where possible, and special paving should be considered at intersections of all streets.
- ◆ *Street Lights*: Varies by Sub-Area. Refer to Table B-1 in Appendix B to determine appropriate standard.
- ◆ *Streetscape Furnishings*: Varies by Sub-Area. Refer to Table B-1 in Appendix B to determine appropriate standard.

- ◆ *Bicycle Provisions*: Street improvements should include Class II bicycle lanes along designated corridors.
- ◆ *Transit Provisions*: Install bus shelters and benches at stops along streets with bus routes.

Streetscape Standards Special Considerations

- ◆ An enhanced pedestrian crossing with bulb-outs should be provided at the intersection of Healdsburg Avenue and Tenth Street.
- ◆ Improve the unused triangular right-of-way area at the intersection of B Street and Healdsburg Avenue with landscaping, public art or a plaza.

Figure 5-19 provides a conceptual illustration of a typical Entryway street section.

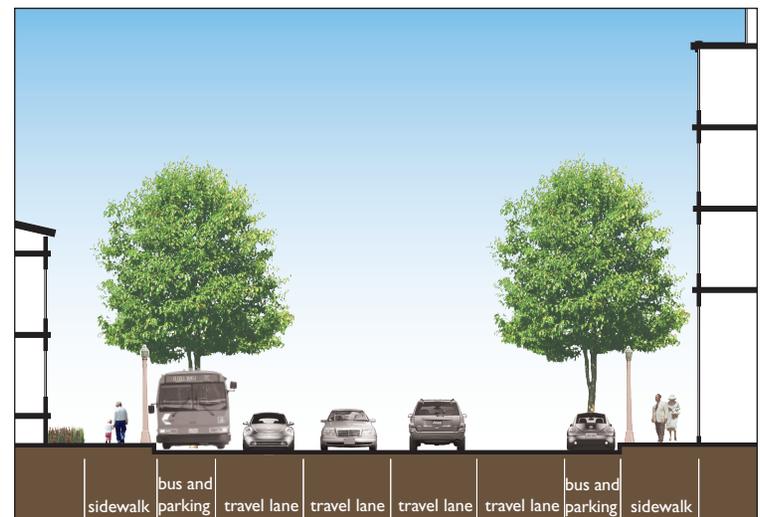


Figure 5-19: Entryway Street Conceptual Street Section

5. Live/Work Street Type

The following section describes the goals, development guidelines, streetscape standards and special considerations that apply to Live/Work Streets.

Live/Work Goals

The Live/Work Street Type exists only in the Railroad Corridor Sub-Area. This street type represents a busy connecting street for pedestrians and vehicles with mid-rise buildings facing the street right of way. These buildings may be residential, commercial or live-work and should have neighborhood serving retail or office uses at the ground level. These streets should be pleasant to walk along with rows of flowering street trees and wide pedestrian sidewalks. Cars travel in two lane streets with parallel parking on both sides and share the travel lanes with bicycles. Development Guidelines and Streetscape Standards are aimed at providing a balance for these functions. Figure 5-20 illustrates the location of the Live/Work streets within the Specific Plan Area.

Live/Work Development Guidelines

These Development Guidelines shall apply to all properties facing streets designated Live/Work streets and apply to all properties on intersecting streets for a minimum of 30 feet. Figure 5-21 illustrates the height and orientation and Figure 5-22 illustrates the building placement of new development along Live/Work streets.

- ◆ *Development Height and Orientation:* New buildings shall include a minimum of two stories and a maximum of five stories. No setback is required. At least 25% of ground floor frontages shall include a minimum of 12 feet floor to ceiling height.
- ◆ *Building Placement:* At least 80% of street frontage shall be

located on the build-to line. Any proposed recess or setback shall be associated with entries or public space. At the ground floor, no parking shall be allowed within 20 feet of street frontage unless associated with Live/Work use. Ground floor uses may be retail, commercial, residential or live-work. Entries must face the street right of way.

Development Guidelines Special Considerations

- ◆ Properties abutting or adjacent to Residential or Historic Residential sub-areas shall contain a maximum of three stories.

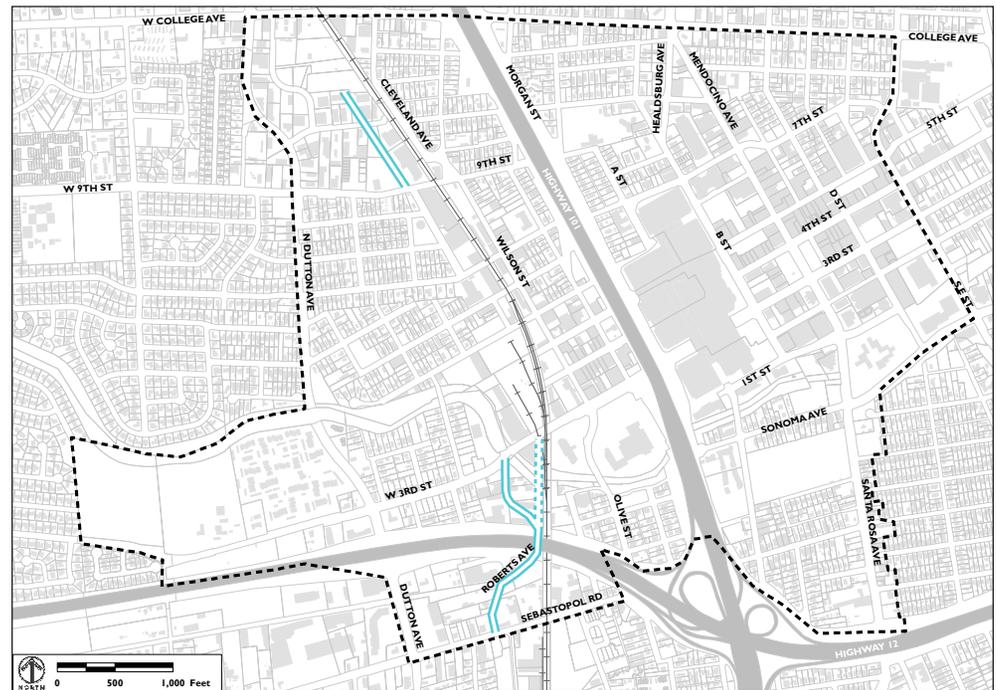


Figure 5-20: Live/Works Streets

Live/Work Streetscape Standards

The following Streetscape Guidelines shall apply to all designated Live/Work Streets and shall govern the selection and design of elements along key streets and corridors. The *Street Trees Type*, *Street Lights Palette* and *Street Furnishings Palette* referenced below are defined in Santa Rosa’s Design Guidelines and should be referred to for additional information.

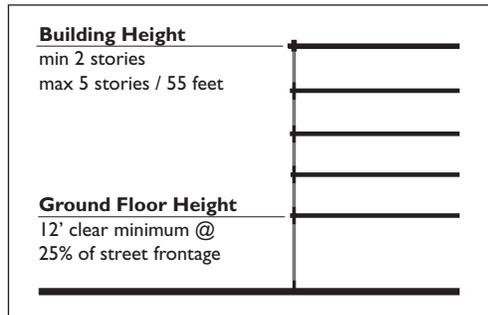


Figure 5-21: Height and Orientation

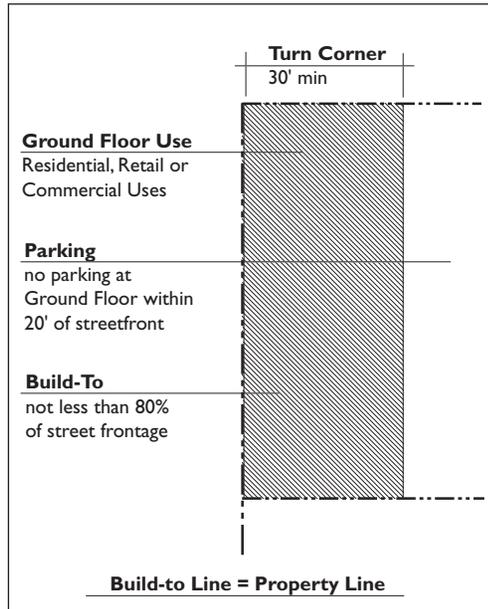


Figure 5-22: Building Placement

- ◆ *Street Trees:* Live/Work Street Type.
- ◆ *Pedestrian Crossings:* Curb bulb-outs should be included where possible.
- ◆ *Street Lights:* Varies by location within Railroad Corridor Sub-Area. Refer to Table B-1 in Appendix B to determine appropriate standard.
- ◆ *Streetscape Furnishings:* Varies by location within Railroad Corridor Sub-Area. Refer to Table B-1 in Appendix B to determine appropriate standard.
- ◆ *Bicycle Provisions:* Bicycle racks shall be provided at each development.
- ◆ *Transit Provisions:* Install bus shelters and benches at stops along streets with bus routes.

Streetscape Standards Special Considerations

- ◆ The point at which Roberts Avenue crosses under the Highway 12 overpass should include special signage or artwork and enhanced lighting to create a gateway element.
- ◆ Continuous buffering of the Class I Joe Rodota Trail shall be provided along the Roberts Avenue extension to assure safety and comfort for cyclists and pedestrians.

Figure 5-23 provides a conceptual illustration of a typical Live/Work street section.

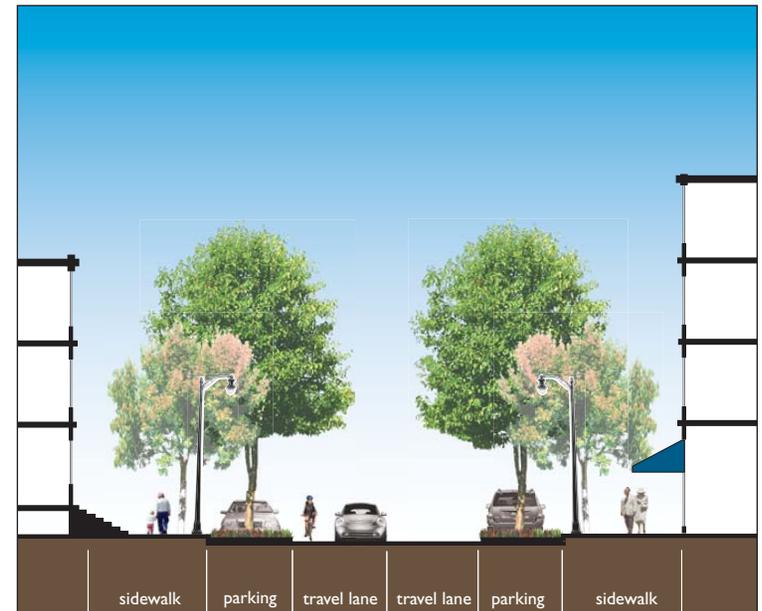


Figure 5-23: Live/Work Street Conceptual Street Section

6. Neighborhood Street Type

The following section describes the goals, development guidelines, streetscape standards and special considerations that apply to Neighborhood Streets.

Neighborhood Street Goals

The Neighborhood Street Type exists in the Courthouse Square, Railroad Square, Railroad Corridor, Imwalle and Residential and Historic Residential Sub-Areas. This street type epitomizes the leafy, tree lined residential “elm street” of historic neighborhoods. The Neighborhood Street Type should provide shared vehicular and bicycle access on two lane streets at relatively low speeds. This street frontage should also provide a comfortable and safe pedestrian environment for all ages of users. Streetscape improvements and new development are aimed at providing attractive pedestrian oriented connections between residential neighborhoods and the central core. Figure 5-24 illustrates the location of the Neighborhood streets within the Specific Plan Area.

Neighborhood Development Guidelines

These Development Guidelines shall apply to all properties facing streets designated as Neighborhood Street Type and apply to all properties on intersecting streets for a minimum of 20 feet. Figure 5-25 illustrates the height and orientation and Figure 5-26 illustrates the building placement of new development along Neighborhood streets.

- ◆ *Development Height and Orientation:* New buildings shall include a minimum of one story and a maximum of three stories.
- ◆ *Building Placement:* Setback shall be consistent with neighboring properties. Where there is no existing context or the street

is new, the build-to line shall be no greater than 15 feet from property line. Parking within 20 feet of street frontage is discouraged. Entries must face onto the street right of way.

Development Guidelines Special Considerations

- ◆ New development on the western portion of Imwalle should be compatible with the existing single-family detached neighborhood immediately west of it.
- ◆ In the Imwalle Gardens Sub-Area, require that new development adjacent to Santa Rosa Creek be oriented toward the creek to maximize visual connection with the creek.

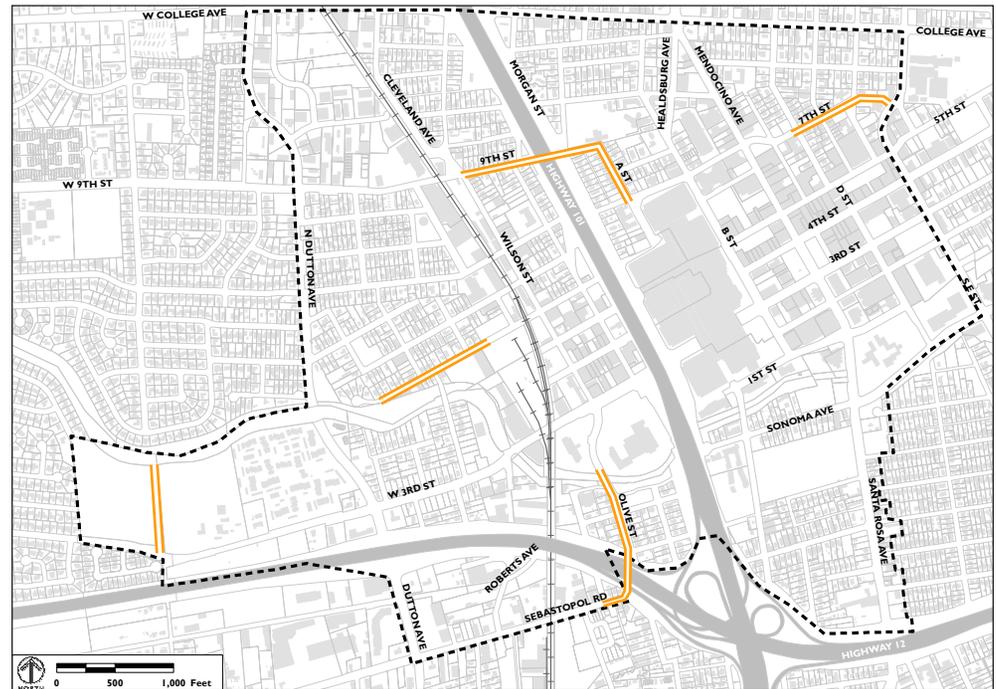


Figure 5-24: Neighborhood Streets

Neighborhood Streetscape Standards

The following Streetscape Guidelines shall apply to all designated Neighborhood Streets and shall govern the selection and design of elements along key streets and corridors. The City’s street tree list and *Street Lights Palette* referenced below is included in Santa Rosa’s Design Guidelines and should be referred to for additional information.

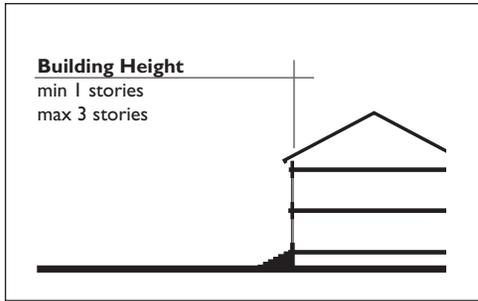


Figure 5-25: Height and Orientation

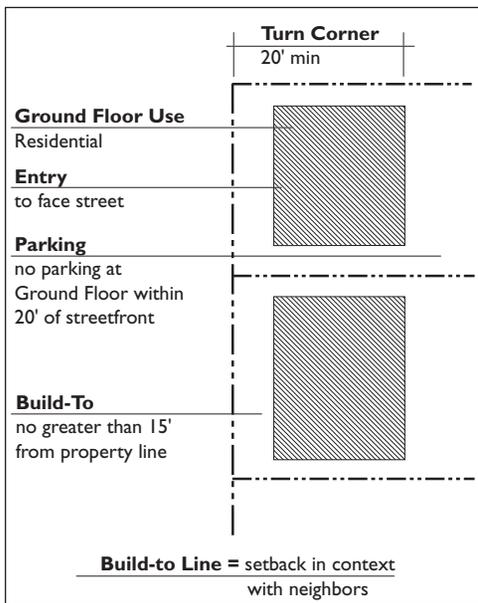


Figure 5-26: Building Placement

◆ *Street Trees:* Street trees from the City’s street tree list for minor streets should be included on all Neighborhood streets.

◆ *Pedestrian Crossings:* Curb bulb-outs should be included where possible.

◆ *Street Lights:* Varies by Neighborhood. Refer to Table B-1 in Appendix B to determine appropriate standard.

◆ *Bicycle Provisions:* Consider use of shared right-of-way lanes (“sharrows”) or “bicycle boulevards” in place of Class II bicycle lanes to accommodate bicycle travel where right-of-way constraints exist.

◆ *Transit Provisions:* Install bus shelters and benches at stops along streets with bus routes.

Streetscape Standards Special Considerations

◆ Enhanced lighting and public art should be included at the Ninth Street underpass of Highway 101.

◆ A new lineal park and bridge should be provided in the Imwalle Gardens Sub-Area where the planned north-south street ends at Santa Rosa Creek.

Figure 5-27 provides a conceptual illustration of a typical Neighborhood street section.

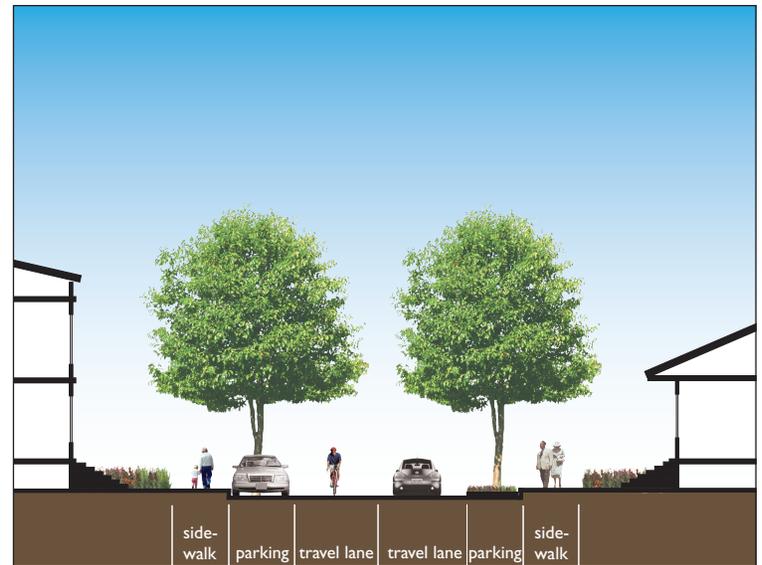


Figure 5-27: Neighborhood Street Conceptual Street Section

C. CORRIDOR TYPES

This section of the Development Guidelines and Streetscape Standards describes the three subcategories included in Corridor Types. These Corridor Types are focused on pedestrian and bicycle travel through the Specific Plan Area and include the Santa Rosa Creek Corridor, the SMART Rail Corridor and Pedestrian Connector Corridors. Figure 5-28 illustrates the location of each of these corridors in the Specific Plan Area.

I. Santa Rosa Creek Multi-Use Corridor Type

The following section describes the goals, development guidelines, corridor standards and special considerations that apply to the Santa Rosa Creek Multi-Use Corridor. Development should also incorporate criteria outlined in the *Citywide Creek Master Plan* and *Santa Rosa Creek Design Guidelines*, with the exception of the requirement for setbacks for multi-story buildings within the Plan Area.

Santa Rosa Creek Multi-Use Corridor Goals

The Santa Rosa Creek Corridor extends east-west across the Specific Plan Area and passes through nearly every Sub-Area. This corridor should continue to serve as both a local and regional amenity for recreation and travel through Santa Rosa. New development and corridor enhancements should treat the creek as an amenity to be showcased and enhanced, capitalizing on the Creek’s role as a regional recreational and travel corridor. In addition to ensuring a safe and convenient route for bicycles and pedestrians, corridor improvements should establish an attractive and coherent character for the Santa Rosa Creek Corridor to provide continuity for travelers. The principal goal for the corridor is to increase connectivity

throughout Santa Rosa’s core while creating a distinctly separate, automobile-free east-west passageway for local and regional travel.

Santa Rosa Creek Corridor Guidelines

- ◆ *Development Height and Orientation:* The height of new buildings along the Santa Rosa Creek Corridor depends upon their location within the Plan Area and is determined by the applicable Urban Design Sub-Area and Zoning Standards.
- ◆ *Ground Floor Frontage:* New buildings shall include entry level doors and windows visible from the Creek Corridor. Activity-generating uses are encouraged. Fences and walls along the corridor are strongly discouraged, and where necessary, shall have a minimum of 50% transparency.
- ◆ *Building Placement:* New development shall be sited in compliance with required creek setbacks.
- ◆ *Trees:* Canopy trees should be included in landscaped strips along the corridor.
- ◆ *Pedestrian Crossings:* A clear connection to all streets that cross over the Creek Corridor should be created to provide convenient access to the corridor and to increase safety along the corridor throughout the Plan Area. Enhanced lighting, public art and pedestrian improvements should be included along portions of the corridor that are visually blocked by existing structures and bridges.



Santa Rosa Creek Multi-Use Corridor

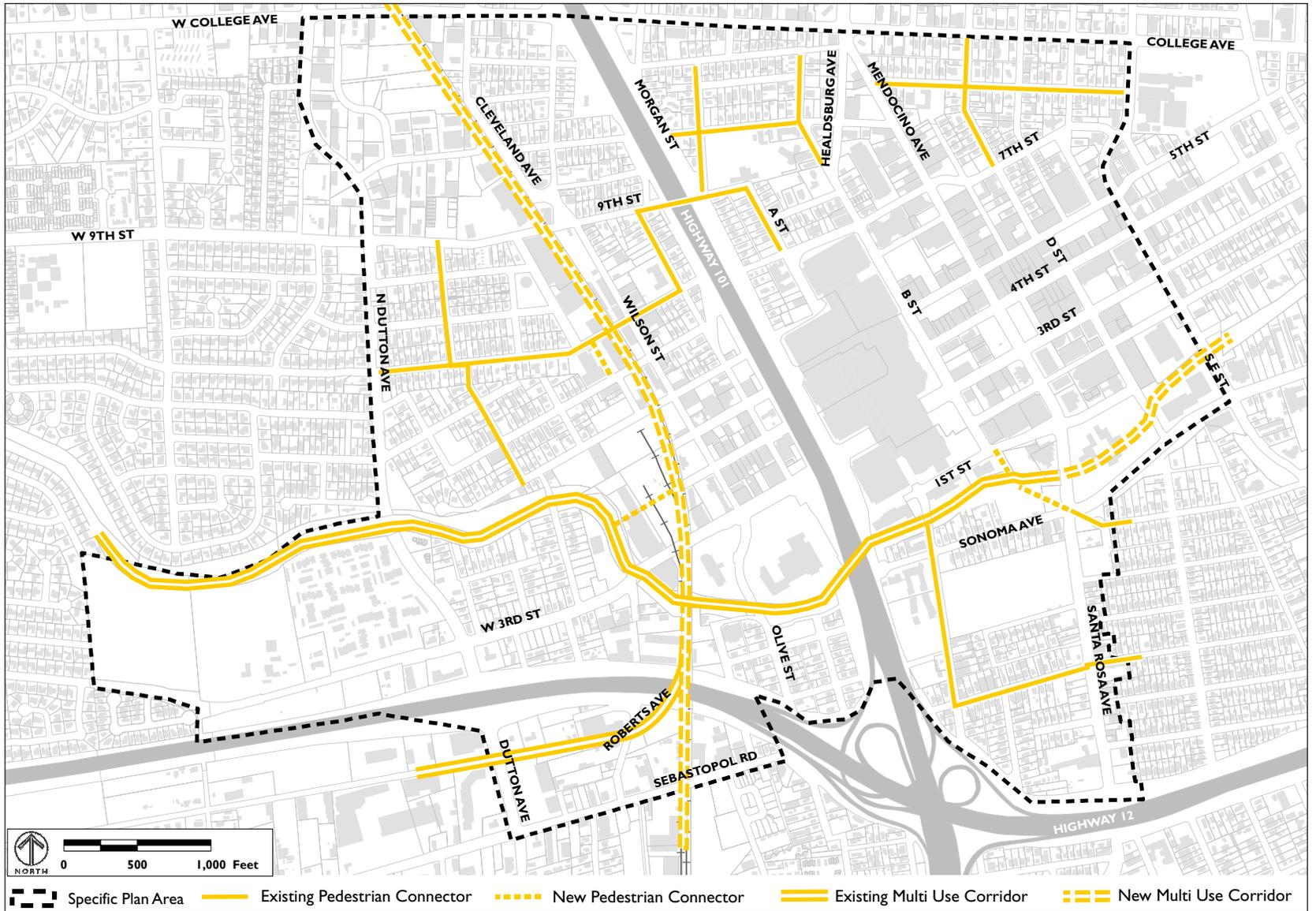


Figure 5-28: Key Corridors

- ◆ *Lighting:* The Prince Memorial Greenway Standard light fixtures with banner brackets should be placed regularly along the corridor.
- ◆ *Streetscape Furnishings:* The Prince Memorial Greenway Standard furniture should be included at intersection access points and within parks and open spaces adjacent to the corridor.
- ◆ *Bicycle Provisions:* A Class I bicycle path should be maintained along the length of the corridor.
- ◆ Provide signage identifying street crossings for reference and orientation of those using the Prince Memorial Greenway.
- ◆ New development should have windows and entries oriented towards the creek.

Creek Corridor Special Considerations: E Street to Santa Rosa Avenue

- ◆ The newly exposed creek section should be well integrated into the design of the new Performing Arts/Civic Center.
- ◆ The creek in this area should follow the design of the Prince Memorial Greenway.

Creek Corridor Special Considerations: Santa Rosa Avenue to Pierson Street

- ◆ The creek in this area should follow the design of the Prince Memorial Greenway.
- ◆ An entry point to the creek should be provided where the B Street alignment intersects the creek at First Street.
- ◆ The connection point where Fourth Street intersects the creek should be celebrated with a memorable public space.

- ◆ A proposed park and amphitheatre west of the Sixth Street Playhouse should be designed to take advantage of topography to engage with the creek.

Creek Corridor Special Considerations: Pierson Street to Imwalle Gardens

- ◆ Improvements should be in accordance with the *Citywide Creek Master Plan and the Santa Rosa Creek Design Guidelines*.
- ◆ Revise the location of the planned pedestrian bridge shown near the west end of the Imwalle Gardens Sub-Area in the Citywide Creek Master Plan to align with the planned north-south street extending north from West Third Street.
- ◆ A new linear park along the Imwalle Gardens development should be integrated with the creek.

Figure 5-29 provides a conceptual illustration of a typical Creek corridor section.

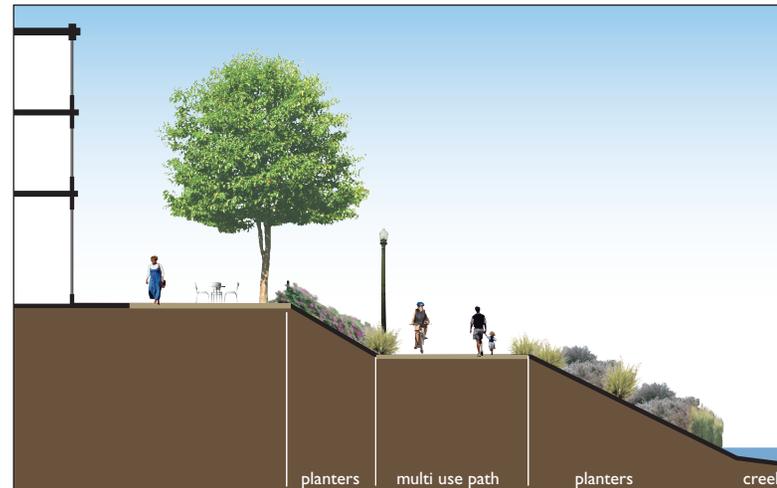


Figure 5-29: Santa Rosa Creek Conceptual Corridor Section

2. SMART Multi-Use Corridor Type

The following section describes the goals, development guidelines and special considerations that apply to the SMART Multi-Use Corridor.

SMART Multi-Use Corridor Goals

The SMART Multi-Use Corridor crosses the entire Specific Plan Area from north to south and is the central pedestrian and bicycle corridor within the Railroad Corridor and Railroad Square Sub-Areas. The SMART Multi-Use Corridor should establish a new local and regional amenity for recreation and north-south travel within Santa Rosa. New development and corridor enhancements should capitalize on the improvements associated with the proposed SMART station and other new developments occurring throughout the Railroad Corridor and Railroad Square Sub-Areas. The character and features found within these Sub-Areas should be extended throughout the SMART Multi-Use Corridor. Improvements to the corridor should promote a safe and convenient route for bicycles and pedestrians, as well as enhance connectivity.

SMART Multi-Use Corridor Development Guidelines

- ◆ *Development Height and Orientation:* New buildings along the corridor shall include a minimum of two stories and a maximum of five stories. No stepback is required. New development along the SMART rail corridor should be designed to provide visual connections with the corridor and should accommodate safe and convenient pedestrian and bicycle access and travel.
- ◆ *Building Placement:* There is no build-to line along the SMART Corridor.

- ◆ *Trees:* Columnar canopy trees should be planted in a continuous line in landscaped strips along the corridor.
- ◆ *Pedestrian Crossings:* Clear connections to all streets that intersect with the SMART Corridor should be created to provide convenient access to the trail and to increase safety along the corridor.
- ◆ *Corridor Fencing:* Rail separation fencing in the Plan Area should be transparent and attractively designed with quality materials.
- ◆ *Lighting:* Coordinate with SMART in selecting distinctive lighting fixtures for installation at regular intervals along the rail corridor.
- ◆ *Bicycle Provisions:* A Class I multi-use pedestrian and bicycle path should be maintained along the length of the corridor.
- ◆ *Transit Provisions:* Special signage and additional pedestrian and bicyclist amenities should be provided within the Railroad Square Sub-Area to accommodate transit riders.

SMART Corridor Special Considerations: Sebastopol Road to Third Street

- ◆ *Transit Provisions:* Special signage and additional pedestrian and bicyclist amenities should be provided within the Railroad Square Sub-Area to accommodate transit riders.
- ◆ A connection of the Joe Rodota/SMART trail directly to West Third Street should be provided.

- ◆ A SMART corridor trail connection across Third Street should be integrated with the signalized intersection that will be created when the SMART site develops.
- ◆ The trail crossing at Sebastopol Road should be integrated with the signalization of the rail crossing and allow for activation of a crossing flasher independent of trains.

SMART Corridor Special Considerations: SMART Site

- ◆ Development of SMART site should accommodate clearly defined through-routes for pedestrians and bicycles.
- ◆ As part of development of the SMART site work with the developer, SMART and the Public Utilities Commission to establish an “at-grade” pedestrian crossing over the railroad right-of-way at Fourth Street.
- ◆ Corridor fencing near the station should be as low as possible within safety considerations.

SMART Corridor Special Considerations: Sixth Street to College Avenue

- ◆ A clear connection of bicycle lanes on Ninth Street to the SMART corridor trail should be achieved.
- ◆ The creation of a pocket park to the west of the tracks alongside Cleveland Avenue should be designed to provide visual open space across the tracks.
- ◆ The trail crossing at College Avenue should be integrated with the signalization of the rail crossing and allow for activation of a crossing flasher independent of trains.

Figure 5-30 provides a conceptual illustration of a typical SMART corridor section.

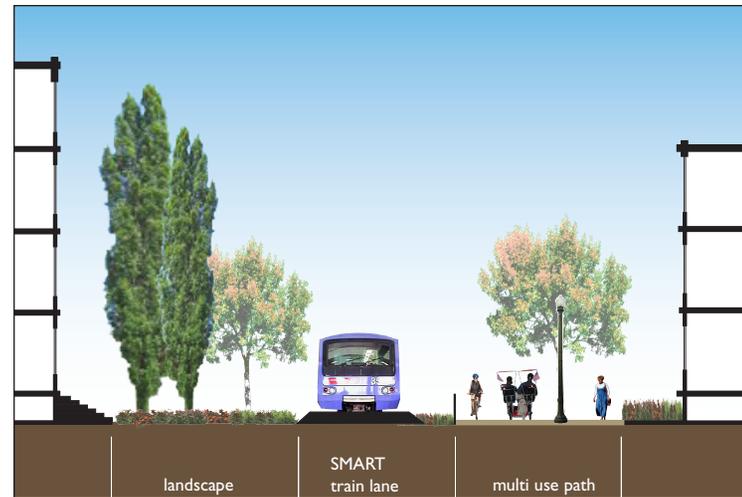


Figure 5-30: SMART Corridor Conceptual Section

3. Pedestrian Connector Corridor Type

The following section describes the goals that apply to Pedestrian Connector Corridors.

Pedestrian Connector Goals

In addition to the two primary multi-use corridors identified above, there are several small scale connections that provide essential links for pedestrian and bicycle circulation. Although Pedestrian Connector corridors also carry automobile traffic, they are key routes within and across neighborhoods for non-vehicular circula-

tion and require improvements to continue serving community needs. The goal for these improvements is to provide a comfortable, attractive and safe travel alternative to vehicle travel across the Downtown Station Area. These corridors do not have separate Development Guidelines and all renovations and new construction on private property should refer to Santa Rosa's existing codes and guidelines. The recommended corridor enhancements for the Pedestrian Connector corridors will help ensure the coordination of improvements occur in conjunction with the entire Specific Plan Area. A summary of needed pedestrian connector corridor improvements is provided in Table B-2 of Appendix B.

6 TRANSPORTATION

The Specific Plan Area is a regional urban center that is connected to surrounding neighborhoods and cities by highways and roads, bus transit and bicycle routes. Within the Plan Area it is generally, but not always, safe and pleasant to bicycle or walk between destinations. Parking is usually available but sometimes not in the most convenient locations. This chapter provides a detailed discussion of the implications that development envisioned for the Plan Area has on the transportation network, which is comprised of the streets, transit opportunities, trails and pedestrian connections existing and proposed in the Plan Area, as well as parking strategies and solutions. Following this discussion are the goals and policies that will balance the needs of all users of the transportation network.

A. VEHICULAR CIRCULATION

I. Existing Network

The existing street network in the Specific Plan Area is a grid system divided by an overlay of two elevated freeways, Highway 101 and Highway 12. At the local level the effect of the highways on the street system is to channel traffic into a limited number of major arterial corridors including Dutton Avenue and the Santa Rosa Avenue/Mendocino Avenue corridor running north-south, and College Avenue and Third Street running east-west. The existing street system works fairly well considering the number of vehicles drawn to the downtown area for employment and shopping.

Three roadway corridors and twenty-one intersections were studied at the time of the writing of the Specific Plan (2006). While the General Plan does not require analysis to be conducted at the intersection level, intersection performance is directly tied to the operation of entire corridors. Poor intersection Level of Service

(LOS) can also be an indicator for potential safety concerns. For these reasons the Specific Plan considers operation of both corridors and intersections.



Southbound Highway 101 through the Plan Area

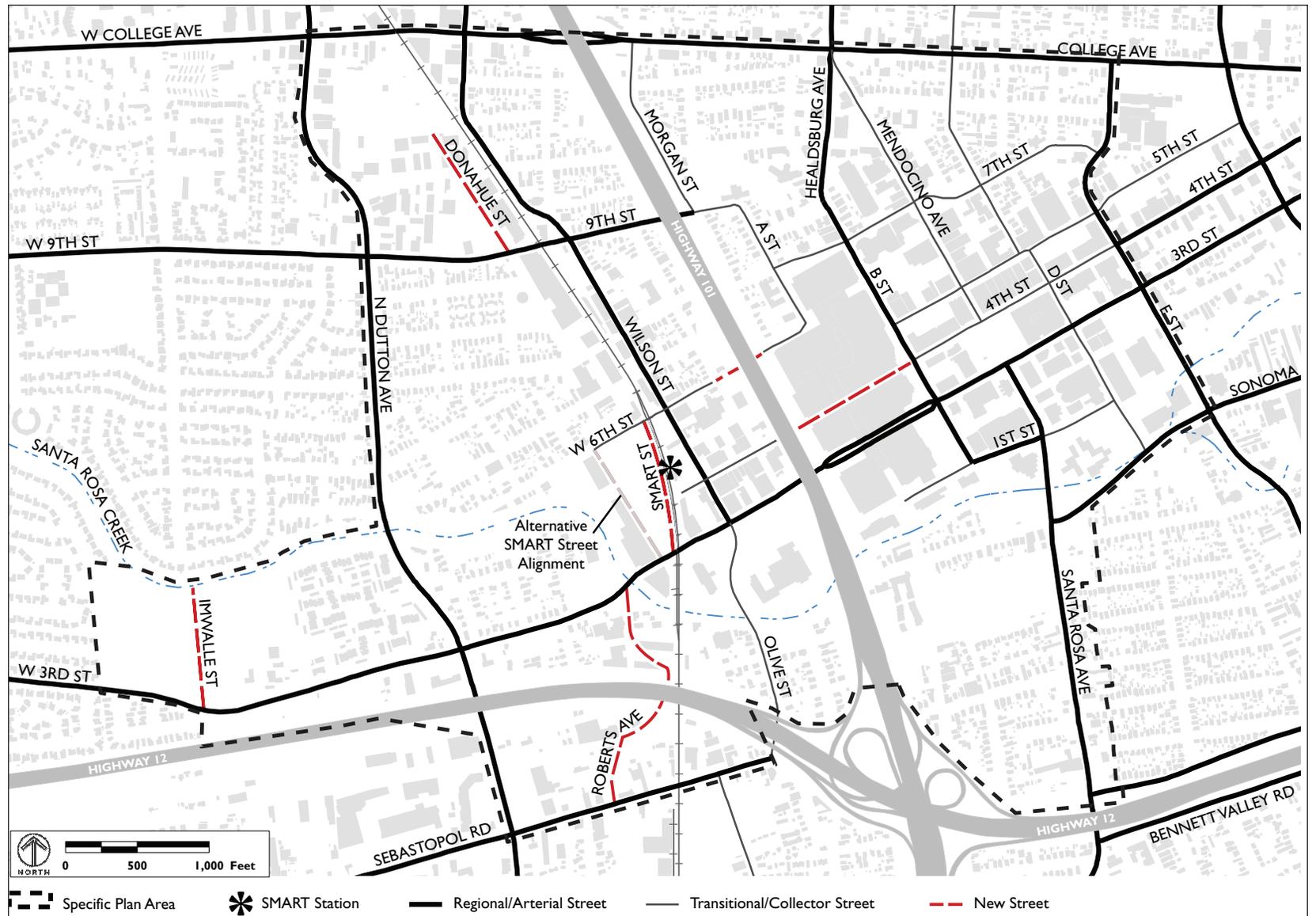


Figure 6-1: Street Network

The roadway corridors and intersections studied are all operating acceptably at levels of service ranging from LOS A to LOS D during the morning and afternoon peak hours. During the afternoon peak hour, downtown freeway segments of Highway 101 are currently operating at unacceptable LOS E levels in the southbound direction, and unacceptable LOS F levels in the northbound direction.

2. Improvements to Vehicular Circulation

A major goal of the Specific Plan is to improve alternative means of circulation in the Specific Plan Area, meaning transit, bicycles and walking. The development program of 3,250 new housing units in this area will help to achieve this goal. At the same time, the needs of vehicular traffic must be met. The Specific Plan proposes improvements to the street network that will help accommodate both existing traffic and additional traffic anticipated as development occurs. Refer to Figure 6-1 for an illustration of the proposed vehicle network within the Plan Area. More detail about street designations in the Plan Area can be found in Appendix C. It is anticipated that some of the identified street improvements will require acquisition of additional right-of-way prior to implementation. The timeframe for build-out of the Specific Plan is 20 years, and improvements will need to be phased to occur before need arises. More information about phasing can be found in Chapter 8.

The planned reunification of Courthouse Square will reconfigure a major civic open space in downtown Santa Rosa. The Specific Plan assumes that reunification will occur and traffic impacts in the Plan are considered accordingly. One result of the reunification will be to move north-south traffic flows from the Mendocino/Santa Rosa Avenue corridor onto the Healdsburg/B Street/First Street corridor, the Sonoma Avenue/E Street/College Avenue corridors, and numerous intermediate routes.

Buildout of the Specific Plan is projected to add an estimated 2,264 vehicle trips to the study area during the AM peak hour, and an additional 3,202 vehicle trips during the PM peak hour. Traffic analysis incorporating these additional vehicle trips was performed for 21 intersections and three corridors in the Plan Area. Upon buildout of the Specific Plan, nine of the 21 intersections studied would need to be improved to meet General Plan policies and/or to ensure operation that does not significantly affect safety or emergency response times. These intersections are shown in Figure 6-2. They include College Avenue/Dutton Avenue, College Avenue/Cleveland Avenue, College Avenue/Highway 101 North Ramps,

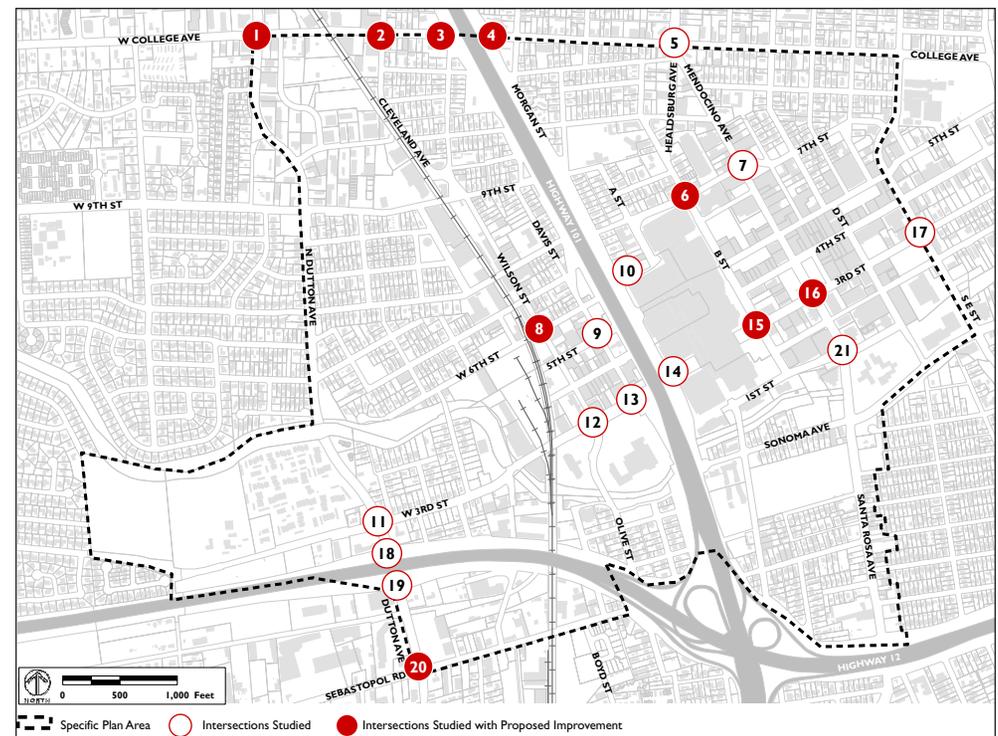


Figure 6-2: Key Intersections Studied within the Plan Area

Seventh Street/B Street, Sixth Street/Wilson Street, Third Street/B Street, and Dutton Avenue/Sebastopol Road. In addition, all three corridors are projected to require improvement: Dutton Avenue, College Avenue and Third Street. Following is a summary of necessary improvements, detailed descriptions for which are included in Chapter 4.12, Section D of the *Downtown Station Area Specific Plan EIR*.

- ◆ **College Avenue/Dutton Avenue.** This intersection, shown in Figure 6-2 as Intersection 1, is proposed to be improved by constructing a new northbound right turn lane on Dutton Avenue providing at least 100 feet of storage, plus modification of the traffic signal to provide a right turn overlap at the intersection.
- ◆ **College Avenue/Cleveland Avenue.** This intersection is shown in Figure 6-2 as intersection 2. A northbound right turn lane providing at least 80 feet of storage should be added to this intersection.
- ◆ **College Avenue/Highway 101 North, College Avenue/Highway 101 South and College Avenue Corridor.** These intersections are shown in Figure 6-2 as intersections 3 and 4. It is proposed to provide three through lanes (up from two) in each direction between Cleveland Avenue and Morgan Street. This improvement is currently planned by the City of Santa Rosa to take place in 2009. Space for the additional lanes between the two ramp intersections will be created through the completion of the current Highway 101 widening project.
- ◆ **Seventh Street/B Street.** This intersection is shown in Figure 6-2 as intersection 6. Reunification of Courthouse Square is anticipated to substantially increase volumes at this intersection as drivers find alternate routes through downtown. The signal

phasing should be modified to convert the existing permitted left turn phasing in the northbound and southbound directions to protected phasing. The southbound approach should also be reconfigured to provide additional lane improvements. Traffic management alternatives being developed by the City of Santa Rosa Public Works Department for the Courthouse Square reunification project shall include provisions to safely accommodate future traffic volumes at the intersection.

- ◆ **Sixth Street/Wilson Street.** This intersection is shown in Figure 6-2 as intersection 8. In order to improve intersection operation, an additional eastbound right turn lane providing at least 50 feet of storage should be provided on Sixth Street.
- ◆ **Third Street/B Street and Third Street Corridor.** The intersection of Third and B Streets, shown in Figure 6-2 as intersection 15, is critical in the downtown street network, as it serves as the primary distribution point for drivers traveling between downtown and the Highway 101 interchange to the west. The intersection would also experience a substantial increase in volumes and shift in traffic patterns upon reunification of Courthouse Square one block to the east. When considering potential mitigations at this intersection, it is important to consider the potential impacts to pedestrian crossing distances in this downtown environment, as well as potential impacts to transit, given the one-block proximity to the Transit Mall. The Plan proposes a solution that includes:
 - the addition of new turn lanes on the southbound and eastbound approaches
 - an additional eastbound left turn lane from the north
 - westbound reconfiguration and lane improvements
 - changes to turning directions in other lanes

This would potentially affect two Santa Rosa CityBus transit routes



The Intersection of B and Third Streets

and signal modifications would be necessary in order to allow buses to move through safely and without significant delays. This proposed improvement is just one of many potential solutions to accommodate diverted traffic associated with the Courthouse Square reunification. The City of Santa Rosa Public Works Department will be conducting additional traffic analysis prior to reunification, and may develop an alternate scheme that will work as well or better than that described above for Third Street/B Street.

- ◆ **Third Street/Santa Rosa Avenue.** The intersection at Third Street/Santa Rosa Avenue, shown in Figure 6-2 as intersection 16, would be reconfigured upon reunification of Courthouse Square. The intersection should be modified to include dual left turn lanes and a single right turn lane on the northbound approach, single through and right turn lanes on the eastbound approach, and single left turn and through lanes on the westbound approach. Traffic signal phasing should be modified to reflect revised lane configurations.
- ◆ **Dutton Avenue/Sebastopol Road and Dutton Corridor.**

The Dutton Avenue/Sebastopol Road intersection, shown in Figure 6-2 as intersection 20, should be modified to include a second eastbound left turn lane. The existing dual westbound through lanes could be converted to a single 12-foot travel lane plus a bicycle lane. The existing dedicated right turn lane on the northbound approach of Dutton Avenue should also be converted to a through-right turn lane.

- ◆ **Future Freeway Operations.** Development foreseen by the Specific Plan would add traffic to the Highway 101 and Highway 12 corridors, both of which are projected to operate at unacceptable levels in the future, even with completion of continuous carpool lanes on US 101.
- ◆ **Future Operations Surrounding the SMART Site.** A traffic signal shall be installed at the intersection of Third Street and the SMART site's new primary north-south street. An eastbound left turn lane into the SMART site shall be included. Sufficient space for on-street bicycle lanes on Third Street shall be provided. The traffic signal and adjacent railroad crossing gate system shall be interconnected to assure that signal-created queues do not extend into the railroad right-of-way.

Specific improvements for individual streets are identified in Appendix B at the end of this document and in the City's Design Guidelines.

3. New Streets

As part of the Specific Plan process several potential new streets were identified within the Plan Area. These new streets would help provide connectivity to the proposed SMART station site or between neighborhoods. The design of these streets should accommodate vehicle, bicycle and pedestrian traffic equally. More



Fourth Street at the Santa Rosa Plaza Mall

information about street design can be found in Chapter 5. All of these streets are envisioned as part of development projects, as discussed in Chapter 8.

◆ **Fourth Street Reconnection.** A major element of the Specific Plan is the opening of the Santa Rosa Plaza mall and parking garages to automobile, pedestrian and bicycle circulation aligned with the Fourth Street right of way in Courthouse Square and Railroad Square.

- ◆ **Sixth Street.** A new passage under the freeway is proposed by Caltrans at Sixth Street as part of the Highway 101 widening. The proposal at the time of the Specific Plan (2006) is for a four lane extension of Sixth Street but the City is evaluating fewer lanes. Vehicles, bicycles and pedestrians will be accommodated.
- ◆ **SMART Street.** As part of the proposed mixed use development at the SMART site, a north-south connector street open to vehicles and transit is required by the Specific Plan. The preferred location is parallel and adjacent to the railway line, although the developer is continuing to review possible alternatives with the City.
- ◆ **Roberts Avenue.** Reconnecting the severed Roberts Avenue from Sebastopol Road to Third Street can be accomplished using the existing Highway 12 overpass next to the Joe Rodota trail. The potential for development in this area is high and providing a direct connection under Highway 12 would ensure that new housing along Sebastopol Road is well connected to Railroad Square.

- ◆ **Donahue Street.** An extension of Donahue Street north across West Ninth Street and into the Maxwell Court area would serve as a more direct connection for vehicles, bicycles and pedestrians.
- ◆ **Imwalle Street.** A new street extending north from West Third Street will access new development on the western parcel of the Imwalle Gardens Sub-Area. This access street should lead from West Third Street to Santa Rosa Creek, where a linear park and connection to the Creek recreational trail is proposed by this Plan. The proposed park should have a public street at the south edge with residences facing the park. The street pattern for this development has not been determined but it will be important to control street connections to the existing neighborhood to the west in order to minimize traffic cutting through the existing neighborhood.

B. TRANSIT

A primary consideration of the Downtown Station Area Specific Plan is to increase the effectiveness of transit in the Plan Area and thereby relieve some of the pressure on the vehicular circulation system. Development of the Specific Plan would result in significantly more housing units in downtown Santa Rosa. All new residents would have access to at least one transit line within one-quarter mile of their home, and most residents would be within walking distance of the downtown transit mall and SMART station. Increases in ridership are expected on Santa Rosa CityBus, Sonoma County Transit, and Golden Gate Transit. The higher residential density at build-out of the Specific Plan will also provide a ridership base for the proposed SMART commuter rail system.

1. *CityBus and Sonoma County Transit*

Approximately 400 buses per day stop in the vicinity of the transit mall at the time of the Specific Plan preparation (2006). The density of new development, jobs-housing balance, transit frequency, and street connectivity all have an effect on the use of transit. Based on calculations taking into account the transit friendly nature of the Specific Plan development, it is projected that the Courthouse Square area will generate an additional 843 bus trips per day, including 81 during the PM peak hour. Other areas in the Plan Area are estimated to generate approximately 83 bus trips per day, including seven during the PM peak hour. CityBus and Sonoma County Transit are expected to be able to accommodate the additional ridership demand, and have expressed support for the transit-oriented nature of the Specific Plan.

There are several potential options for establishing links between bus and future SMART rail service. CityBus Routes 3, 6, 9, 12, and 17 all pass within a reasonable distance of the rail platform and would be potential candidates for re-routing. Sonoma County Transit has indicated that Routes 30 and 60 may also be considered for route diversions closer to the SMART station in the future. The new north-south street through the SMART site will accommodate transit stops and passenger loading and



Sonoma County Transit Bus at the Transit Mall

unloading. A possible alternative is to provide bus stops along Third Street adjacent to the station area. The City of Santa Rosa Community Development, Public Works, and Transit and Parking Departments have been coordinating and will continue to coordinate with SMART, Sonoma County Transit and potential developers of the TORPA site to ensure that transit connectivity is conveniently and safely achieved.

2. *SMART Commuter Rail System*

The proposed SMART train will run along a 70 mile stretch of an existing rail line commonly referred to as the Northwestern Pacific Railroad right-of-way (which is now owned by SMART). Start up plans for commuter rail service call for the establishment of 14 stations, nine in Sonoma County and five in Marin County, with transfers to existing and proposed bus service, ferry service and bicycle and pedestrian connections. Proposed stations include Cloverdale, Healdsburg, Windsor, Jennings Avenue, Downtown Santa Rosa, Rohnert Park, Cotati, Corona Road, Downtown Petaluma, Novato North, Novato South, Civic Center, Downtown San Rafael and Larkspur. The downtown Santa Rosa station is anticipated to generate the most ridership on the system. A map of the system is shown in Figure 2-2.

The Specific Plan encourages a synergy between the SMART system and new land uses in downtown. The Plan will help create riders for SMART by providing new housing and connections to employment while SMART will help create a market for homebuyers and renters to move downtown.

Environmental analysis prepared for the proposed SMART transit project prior to this Specific Plan indicated that about 1,700 trips

per day are anticipated at the downtown Santa Rosa SMART station by the year 2025. Of these trips, approximately 15 percent would be vehicle drop-offs and the remaining 85 percent would be on foot or bicycle. SMART's operation plan did not include a dedicated shuttle at the Santa Rosa station, and the projections did not assume that existing transit operators such as CityBus and Sonoma County Transit would divert routes to the station area.

The Station Area Specific Plan, which emphasizes transit-oriented development, includes higher-density development than assumed in the SMART projections. Approximately 2,000 new residential units would exist within a half mile of the station upon build-out of the Specific Plan. According to the ridership calculation methodology used in the SMART Final Environmental Impact Report, this translates to about 100 additional trips on SMART per day attributable to the residential development proposed in the Specific Plan.

As discussed above, both Santa Rosa CityBus and Sonoma County Transit have expressed an interest in providing direct connectivity to the SMART station area, with service levels dependent on long-term demand. SMART anticipates that 85 percent of trips will walk to the station. It is likely that some of these would become transit trips if transit service were convenient. An additional amount of SMART ridership would also be likely via bus connections to areas beyond the downtown area.

C. BICYCLE AND PEDESTRIAN CIRCULATION

The Downtown Station Area Specific Plan is anticipated to substantially increase the number of pedestrians and bicyclists in the Plan Area. Although the pedestrian and bicycle network is very

well developed in many parts of the Plan Area, improvements are necessary to ensure safe and convenient travel for pedestrians and bicyclists.

I. Pedestrian Improvements

Chapter 5 identifies key streets within the Specific Plan Area and sets standards for streetscape improvements as well as guidelines for private development along those streets and corridors. These standards and guidelines will help to improve the appearance, safety and connectivity for pedestrians on these streets. In addition, pedestrian connectors are identified in each residential neighborhood and streetscape standards and enhancements are identified for these corridors.

Necessary pedestrian connectivity improvements contained in the Specific Plan include:

- ◆ A regional dedicated bicycle/pedestrian corridor along the SMART right-of-way, running north-south through the Specific Plan Area.
- ◆ A new connection through Santa Rosa Plaza to allow twenty-four hour unrestricted travel from Fourth Street in Courthouse Square to Fourth Street in Railroad Square. The Specific Plan recommends a vehicular/pedestrian street to provide more activity and to increase safety, especially during evening hours.
- ◆ Continuous sidewalks along West Third Street between Imwalle Gardens and Santa Rosa Creek.
- ◆ Safe and comfortable pedestrian crossings of Santa Rosa Avenue in the Park and Gardens Sub-Area, particularly at Mill Street.

- ◆ A wide, comfortable at-grade pedestrian crossing of Fourth Street across the SMART railroad line. It is very important that this crossing maintain the view corridor from Railroad Square to the historic water tower that will be re-erected on Fourth Street.
- ◆ Guidelines for new development along Santa Rosa Creek in the Specific Plan Area ensuring significant “eyes on the creek” and a level of comfort for pedestrians and bicyclists during daytime and evening hours.
- ◆ The new connection under Highway 101 at Sixth Street providing a link between the Railroad Square area and the Courthouse Square area.
- ◆ As development occurs, new pedestrian-friendly streets into the Maxwell Court neighborhood at the north and the Sebastopol Road neighborhood at the southern end of the Railroad Corridor Sub-Area.
- ◆ Bulb-outs and other amenities to improve pedestrian comfort and safety at identified locations within the Plan Area.

Figure 6-3 provides an overlay of pedestrian corridors and primary streets to show the improved pedestrian network within the Plan Area. In the diagram, concentric circles around the SMART Station and Transit Center show typical walking times to and from transit: a ¼ mile walk would take approximately five minutes, and a ½ mile walk would take approximately ten minutes.

2. Bicycle Improvements

The Specific Plan respects and supports the findings of the 2001 update of the *Bicycle and Pedestrian Master Plan* by Wilbur Smith

Associates. The Master Plan presents a clear and concise vision of bicycle-oriented improvements to existing streets and corridors that will “identify and implement a comprehensive bicycle and pedestrian network that will provide the public with an attractive transportation alternative to the automobile”. The plan classifies proposed bicycle facilities as Class I (off-street dedicated bicycle path), Class II (on-street striped bicycle lane) or Class III (on-street bicycle route shared with motorists). In some Sub-Areas, implementation of planned bicycle facilities may require consideration of alternative approaches due to right-of-way constraints, a need to accommodate all modes of transportation and an interest in maintaining a pedestrian scaled look and feel. Existing and planned bicycle routes in the downtown area are shown in Figure 6-4.



Figure 6-3: Transit Centers and Pedestrian Networks in the Plan Area

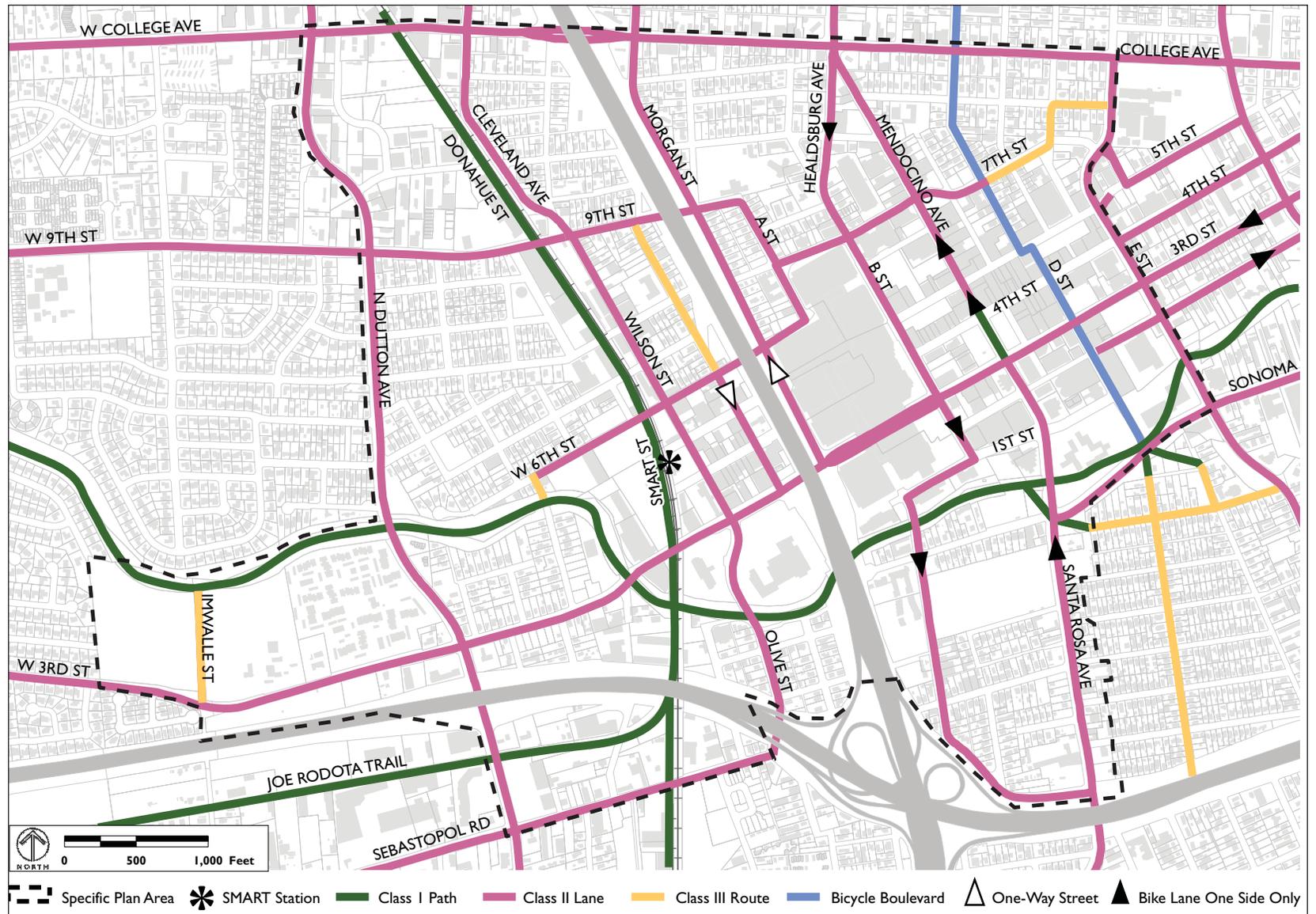


Figure 6-4: Bicycle Routes

In the Specific Plan Area, some minor changes to the network proposed by the *Bicycle and Pedestrian Master Plan* will be necessary because of the Highway 101 widening project, the reunification of Courthouse Square and resulting vehicular traffic changes, or anticipated traffic patterns caused by new development. The changes include:

- ◆ The existing bicycle/pedestrian overpass south of Santa Rosa Creek will be removed because of the Highway 101 widening. The recent completion of the Prince Memorial Greenway nearby provides an alternative Class I bicycle/pedestrian route under the Highway.
- ◆ A new connection under Highway 101 at Sixth Street is also a result of the Highway 101 widening project. The City is currently studying lane configurations but it is assumed that bicycle lanes will be included.
- ◆ The Class I bicycle/pedestrian trail along the SMART right-of-way one block to the west of Wilson Street is envisioned to serve as a major north-south route through the Railroad Corridor and Railroad Square Sub-Areas. Consideration should be given to seeking right-of-way dedications as a condition of development approval from properties between Wilson Street and the SMART right-of-way to accommodate construction of a continuous trail along the SMART corridor.
- ◆ The planned Class II bicycle lane on Davis Street (between Seventh and Ninth Streets) is changed to a Class III bicycle route. The Specific Plan envisions that the Seventh Street / A Street / Sixth Street corridor will replace the Seventh Street / A Street / Ninth Street corridor as the primary connecting route between the east and west sides of Highway 101 in the northern downtown area.

- ◆ The planned Class II bicycle lane on Seventh Street between Humboldt and E Street is changed to a Class III bicycle route and re-routed to connect with E Street at Cherry Street, where crossing conditions are safer.



Prince Memorial Greenway Recreation Trail

D. PARKING

Parking is a critical component of transit-oriented development. Although pedestrian, bicycle and transit modes of transportation are supported and encouraged by the Specific Plan, accommodation must also be made for visitors and residents who use automobiles. In the Plan Area, the combination of higher density and a greater mix of uses provide opportunities for managing parking in a way that balances the need for parking with the need and desire to enhance pedestrian and transit use. As part of the Specific Plan process, a Parking Analysis was performed to assess existing needs and projected development and make recommendations for parking standards in the Plan Area.

Conventional practice mandates every new development to provide the minimum amount of parking required by the zoning code. Parking rates have typically been developed based on sites in suburban areas, which reflect a very auto-dependent condition where users rarely visit more than one destination. When these rates are applied to higher intensity mixed-use areas the result is an excessive amount of parking lots, garages, curb cuts and driveways, and a decline of pedestrian amenities. Like many other cities, the

City of Santa Rosa has acknowledged this by establishing a lower residential parking requirement in the downtown area and allowing parking reductions for mixed-use projects.

Practical benefits of parking more efficiently in the Plan Area include increased support for transit, a more attractive pedestrian environment, and reduced costs of not providing unwarranted parking for development. The Specific Plan proposes the following general strategies for ensuring that an appropriate but not excessive amount of parking is available to residents, shoppers and visitors:

- ◆ Encourage shared parking. Parking spaces that are dedicated to one use are called reserved spaces, while spaces that are available to the public are referred to as shared spaces. Shared spaces work well in mixed-use areas, where parking spaces for offices, for example, are made available in the evening for restaurant patrons. Sharing spaces ensures that each parking space will be utilized more efficiently. In some areas the provision of shared parking spaces should be a requirement for new non-residential development.

Sub-Area	Attached Residential Parking Requirement (per unit, average)	Non-Residential Parking Requirement
Courthouse Square	1.0 reserved spaces	None (except 600 shared parking spaces for City Hall-Performing Arts Center)
Railroad Square	1.0 reserved spaces	1.0 shared space per 500 square feet
Railroad Corridor	1.5 reserved spaces	1.0 shared space per 300 square feet
Park and Gardens	1.5 reserved spaces	1.0 shared space per 300 square feet

Table 6-1: Parking Requirements by Specific Plan Sub-Area

- ◆ Share parking between developments where possible. The largest mixed-use projects should be given incentives to include additional shared parking spaces that benefit the surrounding area. A funding mechanism could be established that allows smaller projects to provide no onsite parking, instead paying for the use of shared spaces within other facilities. Creation of additional shared parking facilities would be of particular benefit in the southern Courthouse Square and Railroad Square Sub-Areas.
- ◆ Allow alternative methods of providing required parking spaces. These include tandem parking and garage lifts. Additionally, on-street parking spaces should be allowed to satisfy parking requirements if they are newly created by the development.
- ◆ Allow “unbundled” parking at residential developments. Unbundling separates the cost of parking from the housing, meaning that residents with no vehicles would realize a cost savings by not leasing a space. Correspondingly, residents wishing to lease more than one reserved space could pay to do so.
- ◆ Explore the feasibility of establishing parking “cashout” and transit incentive programs for businesses within the Plan Area. Cashout programs allow employees to be paid cash by their employers for not parking a vehicle downtown, rather than the employer subsidizing employee parking by providing onsite spaces or paying for monthly permits. Transit incentive programs work similarly, with employees being provided free transit passes instead of subsidized parking.

Determining the amount of parking required in an area can be achieved by studying existing conditions and using analysis tailored

for mixed-use situations. In this way the actual number of parking spaces needed to accommodate demand can be determined. A “cushion” of extra spaces to allow for turnover is included in the analysis. The Parking Analysis done for the Specific Plan assessed existing parking conditions and proposed Specific Plan development in four of the Sub-Areas described in Chapter 4, and parking standards were developed for each of these Sub-Areas. The analysis is summarized in the following sections, and Table 6-1 provides a listing of the parking requirements by Sub-Area.

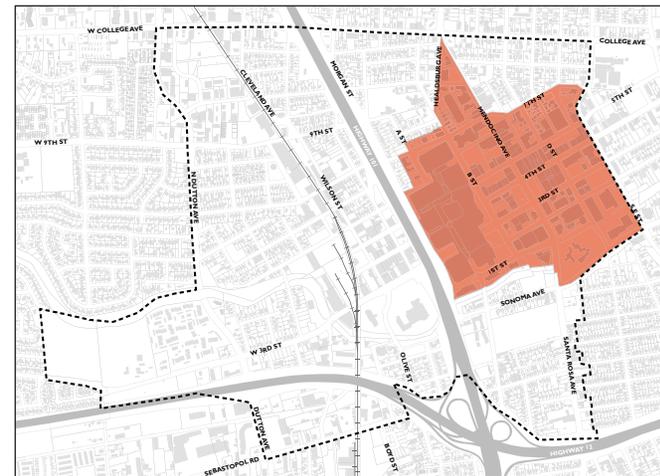
I. Courthouse Square Sub-Area

There is an existing supply of 3,954 public parking spaces in the central Courthouse Square Sub-Area. In 2004, the peak number of spaces occupied was 76 percent at 2:00 p.m. on a weekday. As in many cities, it is common for on-street spaces to be filled while many garage spaces remain unoccupied, giving the appearance of limited parking availability. The Specific Plan buildout in this Sub-Area is anticipated to add approximately 1,100 residential units, 156,000 square feet of retail and 80,000 square feet of office space. The Specific Plan also proposes that a performing arts center and city hall complex be constructed at the existing City Hall site, but it is assumed that this complex would include dedicated parking. A parking facility with 429 new public spaces is proposed as part of the Mixed-Use Parking Garage Project on the former “White House” site. Following are the findings of the Parking Analysis for Courthouse Square:

- ◆ On-street parking meters should be priced to promote use of garage facilities for long term parking and maintain turnover in on-street parking spaces that front businesses.
- ◆ With build-out of the Specific Plan, the southern Courthouse Square Sub-Area is projected to experience a 324-space parking

shortfall during peak demand periods. A parking surplus of 419 spaces is projected to occur in the northern area. While the psychological distance between northern area parking facilities and southern area retail and commercial uses is presumed to be perceived by the public as too great, actual distances range between one-quarter and one-half mile. Because this range is within generally accepted walking distance, it is assumed that future parking demand could be spread to parking facilities throughout the Sub-Area without creating adverse parking conditions. A 95-space surplus would exist in the overall Courthouse Square Sub-Area during the highest demand hour of the week. Some employees and/or visitors would need to walk several blocks to their destinations during this peak period.

- ◆ Compliance and enforcement of ADA accessible parking requirements will ensure convenient access to destinations throughout the Courthouse Square Sub-Area.



Courthouse Square Sub-Area

- ◆ Residential development should continue to provide one parking space per unit.
- ◆ The potential City Hall relocation and Performing Arts Center project could efficiently satisfy parking requirements with a 600 space parking supply. Peak parking demand for these two uses occurs at separate times. During sold-out performances at the Performing Arts Center, overflow parking would be accommodated on surrounding streets and in nearby parking garages.

2. Railroad Square Sub-Area

The existing supply of public parking in the Railroad Square Sub-Area counted as part of the Specific Plan Parking Analysis in 2006 (during the Highway 101 widening project) totaled 415 spaces. The existing demand for spaces in 2006 was found to be 332 vehicles at the peak time of 11:00 a.m. on weekdays. The demand appears to have increased by ten to 20 percent since 2001. Anticipated buildout of the Specific Plan in the Railroad Square Sub-Area is 344 new residential units, 95,000 square feet of retail space and 50,000 square feet of office space. Total parking demand from new and existing development is anticipated to be 564



Railroad Square Sub-Area

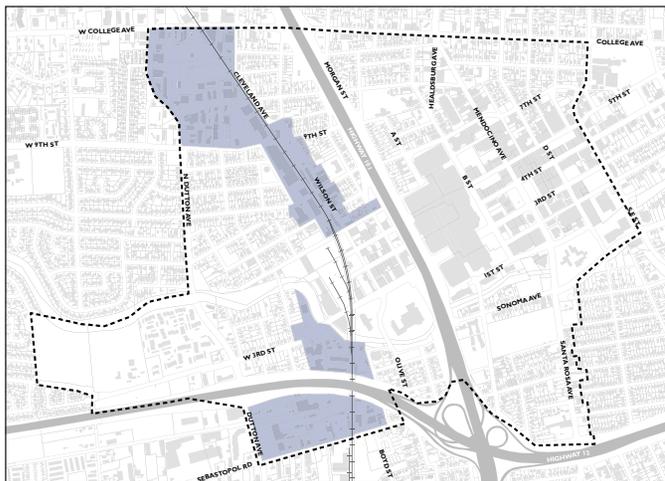
spaces at peak demand, while the number of public parking spaces available (including spaces under Highway 101) will be 502, for a shortage of 62 spaces. Following are findings of the Parking Analysis for the Railroad Square Sub-Area:

- ◆ Developers of new projects should continue to be required to provide one reserved space per residential unit.
- ◆ Developers should provide one shared parking space per 500 square feet of retail or office space (reserved spaces would not satisfy this requirement). Any *new* on-street spaces provided should be counted as part of the shared parking requirement. This shared parking requirement would eliminate the parking shortage anticipated by future development.
- ◆ The proposed mixed use project on the SMART site is assumed to have 275 reserved parking spaces for residential units, 235 shared public spaces and 176 spaces subject to retail leases. This proposed parking supply is projected to fully accommodate the parking demand created by the project.
- ◆ Larger mixed use projects in Railroad Square should be able to develop additional shared-use parking spaces and enter into agreements with smaller developments to provide a parking supply that meets combined requirements of both projects.
- ◆ If requested by area property owners and merchants, the City should explore formation of a parking district in the Railroad Square Sub-Area.
- ◆ It will be critical for the City to monitor long-term parking conditions in the Railroad Square Sub-Area and the West End residential neighborhood, and make adjustments as necessary to ensure that adverse spillover parking does not occur.

3. Railroad Corridor Sub-Area

The number of existing parking spaces in this area is 83. Build-out of the Specific Plan is anticipated at 480 new residential units and 30,000 square feet of retail or office. This development would create a total demand of approximately 940 spaces at the peak time of 7:00 p.m. on weekends. Following are findings for the Railroad Corridor Sub-Area:

- ◆ The City's existing residential parking requirements should be reduced to 1.5 spaces for all residential units. Current requirements are for 1.5 spaces per one-bedroom unit and 2.5 spaces for two bedroom units and above. These spaces would be reserved and not available to the public.
- ◆ Non-residential use parking requirements would be 1.0 space per 300 square feet, a slight decrease from the existing 1.0 space per 250 square feet. Both residential and non-residential development could count newly-constructed adjacent on-street



Railroad Corridor Sub-Areas

shared spaces toward meeting parking requirements.

- ◆ The City's current requirement of 2.0 spaces per Live/work unit would remain, with 1.5 reserved spaces for the resident and 0.5 spaces shared among multiple users for visitors.
- ◆ Lower parking requirements in the Railroad Corridor Sub-Area are justified because of the area's proximity to the potential SMART station, accessibility to CityBus lines, and proximity to several regional trail facilities including the Joe Rodota trail, Santa Rosa Creek and planned SMART trails.
- ◆ It may be reasonable to further reduce both residential and non-residential parking requirements in the future upon commencement of rail service. Additional deductions may also be appropriate for affordable housing and/or senior housing developments.

4. Park and Gardens Sub-Area

Existing uses along Santa Rosa Avenue in the Park and Gardens Sub-Area are mostly auto-oriented, with parking generally provided on site. The Specific Plan anticipates approximately 146 units of residential and 65,000 square feet of office or retail. This development is projected to create demand for 513 new parking spaces. Following are findings for the Park and Gardens Sub-Area:

- ◆ The City's existing residential parking requirements should be reduced to 1.5 spaces for all residential units. Current requirements are for 1.5 spaces per one-bedroom unit and 2.5 spaces for two bedroom units and above. These would be reserved and not available to the public.
- ◆ Non-residential use parking requirements would be 1.0 space per 300 square feet, a slight decrease from the existing 1.0

Policy SP-T-1.4: Consider the alternative location for the new north-south street through the SMART site (shown in Figure 6-1) if it can be demonstrated that the alternative location does not compromise access, circulation and safety for automobiles, buses and shuttles.

Policy SP-T-1.5: Require an internal street circulation design and traffic calming measures that discourage use of Heather Drive and Glenbrook Drive as “cut-through” routes between West Third Street and Stony Point Road.

Goal SP-T-2: Promote a user-friendly interface between all transit agencies serving the Plan Area.

Policy SP-T-2.1: Coordinate with SMART and bus transit providers to ensure that development of the SMART site provides short- and/or long-term facilities for accommodating bus and shuttle transfers between rail and transit. Transit facilities should be located within a visual line-of-site of the rail station platform and connected by a clearly identifiable path.

Policy SP-T-2.2: Work with SMART and major employers to establish shuttle service between the commuter rail station site and area employment centers and business parks.

Goal SP-T-3: Ensure new development and streetscape projects provide pedestrian and bicycle circulation improvements.

Policy SP-T-3.1: Coordinate with SMART to implement the regional pedestrian/bicycle trail along the rail right-of-way.

Policy SP-T-3.2: New development along Santa Rosa Creek should be designed to provide visual and where possible, physical connections with the creek to facilitate safe and convenient pedes-

trian and bicycle travel along the creek corridor.

Policy SP-T-3.3: Require dedication of right-of-way for improvement and/or expansion of pedestrian and bicycle facilities where insufficient right-of-way currently exists.

Policy SP-T-3.4: Within the Specific Plan Area, give priority to pedestrian and bicycle improvements in the Railroad Square and Railroad Corridor Sub-Areas to promote use of these travel modes by those living or working in closest proximity to the station site.

Policy SP-T-3.5: Work with SMART and the Public Utilities Commission to develop attractive fencing and landscaping treatments along the railroad right-of-way. Low-level open fencing should be encouraged.

Policy SP-T-3.6: Work with SMART and the Sonoma County Regional Parks Department to extend the Joe Rodota Trail to West Third Street from its current terminus at Santa Rosa Creek.

Policy SP-T-3.7: New development within the Transit Oriented Redevelopment Project Area should accommodate development of pedestrian and bicycle connections between Santa Rosa Creek and Fourth Street, Santa Rosa Creek and Pierson / West Sixth Street, and West Third Street and the Joe Rodota trail.

Policy SP-T-3.8: Pursue establishment of an “at-grade” pedestrian crossing over the railroad right-of-way at Fourth Street as part of development of the SMART property.

SP-T-3.9: As part of the 2007 Bicycle and Pedestrian Master Plan Update program develop square footage-based bicycle parking standards for the Specific Plan Area and update current standards

and requirements for indoor/covered bicycle parking and shower and locker facilities in non-residential development projects.

Goal SP-T-4: Ensure appropriate levels of parking are provided in association with new development.

Policy SP-T-4.1: Ensure that parking requirements in the Plan Area stimulate transit-oriented development by supporting and encouraging shared parking where possible and by allowing reductions to on-site parking requirements when supported by a parking study.

Policy SP-T-4.2: New on-street parking spaces created as part of a new development project may be counted towards meeting the project's overall parking requirement.

Policy SP-T-4.3: Tandem parking spaces proposed as part of a new development project may be counted towards meeting the project's overall parking requirements.

Policy SP-T-4.4: Encourage provision of shared-parking facilities in larger private development projects that can be made available to fulfill the parking requirements of projects on smaller, more constrained sites.

Policy SP-T-4.5: The largest mixed-use projects should be given incentives to provide additional shared parking spaces that benefit the surrounding area, especially in the southern Courthouse Square Sub-Area and Railroad Square Sub-Area.

Policy SP-T-4.6: Require one parking space per unit for affordable housing projects and 0.5 spaces per unit for senior housing projects for projects within the Specific Plan Area.

Policy SP-T-4.7: Future development of City-owned parking

facilities should result in no net loss of public parking spaces and should increase the supply of public parking spaces.

Policy SP-T-4.8: Price on-street meters to encourage use of garage facilities for long-term parking and maintain turnover in spaces fronting businesses.

Policy SP-T-4.9: Monitor parking demand over time, particularly in locations where Specific Plan Sub-Areas and adjacent residential neighborhoods interface. Such locations include the Railroad Square Sub-Area's interaction with the West End neighborhood, the Park & Gardens Sub-Area's interaction with the Burbank Gardens and Juilliard Park neighborhoods, and the Courthouse Square Sub-Area's interaction with the Cherry Street and St. Rose neighborhoods.

Policy SP-T-4.10: Explore and evaluate possible funding mechanisms for providing new parking facilities in the downtown area, including a "buy-in" fee program.

Policy SP-T-4.11: Allow private residential development projects to provide "unbundled" parking.

Policy SP-T-4.12: Explore the feasibility of establishing parking "cashout" and transit incentive programs for businesses within the Specific Plan Area.

Policy SP-T-4.13: Explore opportunities to secure public parking and/or shared parking as part of projects seeking financial assistance from the redevelopment agency.

Policy SP-T-4.14: Establish a single non-residential minimum parking standard of one shared parking space per 500 square feet of commercial or office use in mixed-use development projects in the Railroad Square Sub-Area. This standard replaces the

City's existing mixed-use parking requirement reduction in this Sub-Area.

Policy SP-T-4.15: Establish a single non-residential minimum parking standard of one parking space per 300 square feet of commercial or office use in the Railroad Corridor Sub-Area.

Policy SP-T-4.16: Establish a single non-residential minimum parking standard of one parking space per 300 square feet of commercial or office use in the Park and Gardens Sub-Area.

7 UTILITIES AND PUBLIC SERVICES

As development proceeds in the Specific Plan Area additional public services and utility improvements will be required. This chapter describes the anticipated needs of utilities and public services for the Plan Area, including utility infrastructure, recreation and parks, public safety, and schools and libraries. The timing of additional services and improvements will be dependent on the location and timing of new development.

A. UTILITY INFRASTRUCTURE

As part of the Specific Plan process, a Utilities Infrastructure Analysis was performed to assess existing needs and projected development and determine required upgrades for utilities in the Plan Area. Because almost all of the projected development is on previously developed sites, most of the infrastructure requirements for development proposed in the Specific Plan will require the upgrade of existing utility systems rather than installation of new systems. The only site not served by existing infrastructure is the Imwalle Gardens Sub-Area; however, existing infrastructure is located along the borders of parcels in the Imwalle Sub-Area.

Following is a discussion of general issues regarding water supply, wastewater, stormwater and franchise utilities (telephone, cable, gas and electric) infrastructure in the Plan Area, followed by a closer look at impacts within each of the separate Sub-Areas identified in Chapter 4.



Park Bench in Juilliard Park

1. Water Supply System in the Plan Area

A Water Supply Assessment (WSA) for the Specific Plan was completed in December 2006. The WSA determined that the demand for development projected by the Plan will be 975 acre-feet per year, and that the City’s water supplies are sufficient to meet the present and future demand associated with the Specific Plan, in addition to existing and planned future uses.

Water supply utility pipe upgrades will be required for most areas of the Plan Area as recent fire protection laws require higher pressure and flow rates than some of the existing water mains allow. Water flow requirements for fire protection are greater where the density and height of structures is greater. Because the Courthouse Square and Railroad Square Sub-Areas allow taller structures, these Sub-Areas will need the most substantial water main upgrades.

2. Wastewater System in the Plan Area

Wastewater infrastructure for Santa Rosa is well developed. A majority of the wastewater generated in the Plan Area feeds into the Downtown and Old Town Trunk lines. Most of the projected upgrades relate to the Downtown Trunk Sewer main. This main has capacity for 500 additional units, while nearly 1,570 units of residential and 475,540 square feet of commercial development are proposed in the Downtown Trunk Sewer main collection area.

3. Solid Waste in the Plan Area

Solid waste management in The Plan Area is the responsibility of the Sonoma County Waste Management Authority (SCWMA). Solid waste is collected and hauled to the Central Landfill for appropriate transfer, with green waste hauled to a separate processing center operated by Sonoma Compost, and recyclable materials taken to be processed at the Materials Recovery Facility. Full development

of the Specific Plan is anticipated to contribute an additional 3,800 tons of solid waste per capita each year. However, the increase in solid waste would be reduced through current and expanded waste recycling efforts and would not exceed the disposal capacity limits of SCWMA.

4. Stormwater System in the Plan Area

The City of Santa Rosa has worked with Sonoma County to develop the Standard Urban Storm Water Mitigation Plan (SUSMP). The goal of the SUSMP is to reduce pollution and runoff flows to the best practicable extent for all new capital improvement program and development projects meeting the following criteria:

- ◆ Development of new projects that create one acre or more of new impervious surface, including all public and private projects.
- ◆ Streets, roads, highways, and freeways projects creating one acre or more of new impervious surface.
- ◆ Redevelopment of sites that result in the addition and/or reconstruction of one acre or more of new impervious surface.
- ◆ Capital improvement program, development, and redevelopment projects located directly adjacent to a natural waterway, modified waterway, or constructed channel, or that require a new storm drain outfall to such waterway, regardless of project size or impervious surface.

Most stormwater collected in the Plan Area is conveyed to outlets along the Santa Rosa Creek. As the Plan Area is developed, private development will be required to satisfy the SUSMP. This could require the use of onsite detention structures to retain runoff such that there is no net increase in discharge to the existing storm drain

pipe network. Project compliance with City, County and State storm-drain regulations will be specifically addressed during review of future development proposals as part the City’s development review process.

5. Franchise Utilities in the Plan Area

Following is a discussion of utility infrastructure provided by franchise providers, including telephone, cable, and gas and electric services. Telephone service in Santa Rosa is provided by AT&T, which has an extensive network of underground and overhead facilities located on or adjacent to all of the sub-areas. Where required, off-site improvements will be performed by AT&T. Cable service in Santa Rosa is provided by City contract with Comcast. Comcast has a network of underground and overhead facilities serving most areas of Santa Rosa. If off-site improvements are necessary, the developer will be responsible for trenching to the closest cable facility. Gas and electric services in Santa Rosa are provided by PG&E, which has an extensive network of underground and overhead facilities located on or adjacent to all parcels in the Plan Area. Individual developments will be responsible for upgrades which solely benefit that development, while upgrades to common facilities with multiple customers would be implemented by PG&E.

6. Phasing of Utilities

The unpredictability of timing for new development in combination with the fact that it will be geographically dispersed throughout the Specific Plan Area presents a significant challenge for matching efficient infrastructure improvement projects to development. In some instances “oversizing” will be required to serve the early phases of development (i.e., development occurring in the first ten years). Mechanisms for funding of oversized improvements are discussed in Chapter 8.

7. Sub-Area Utilities Analysis

Following is an analysis of anticipated upgrades required for the seven distinct Sub-Areas within the Plan Area. Figure 7-1 illustrates the location of the Sub-Areas. Table 7-1 details the infrastructure upgrades for all the Sub-Areas.

- ◆ **Courthouse Square Sub-Area.** This Sub-Area is projected to have an additional 1,275 residential units, 147,500 square feet of office/ public institution space, and approximately 164,000 square feet of retail space.

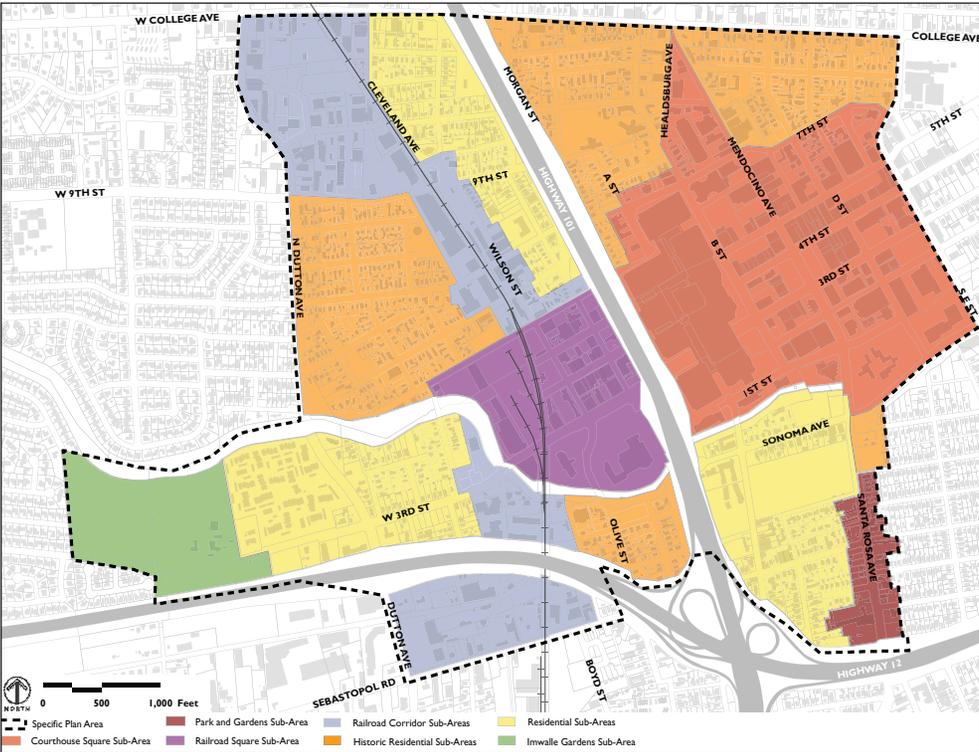


Figure 7-1: Sub-Areas

Area		New Item	Action
Courthouse Square Sub-Area			
3 rd Street	B St to E St	12" Water Main	NEW
5 th Street	B St to E St	12" Water Main	NEW
Courthouse Square (East)	3 rd St to 4 th St	12" Water Main	NEW
Courthouse Square (West)	3 rd St to 4 th St	12" Water Main	NEW
4 th Street	N. of Courthouse Sq.	12" Water Main	REALIGN
B Street	1 st St to 2 nd St	6" Sewer	NEW
B Street	2 nd St to 3 rd St	8" Sewer	NEW
B Street	4 nd St to 7 th St	16" Sewer	UPSIZING
3 rd Street	D St to E St	12" Sewer	NEW
3 rd Street	B St to D St	12" Sewer	UPSIZING
D Street	2 nd St to 3 rd St	12" Sewer	NEW
Courthouse Square (East)	3 rd St to 4 th St	8" Sewer	NEW
Courthouse Square (West)	3 rd St to 4 th St	8" Sewer	NEW
4 th Street	N. of Courthouse Sq.	10" Sewer	REALIGN
7 th Street	A St to B St	16" Sewer	UPSIZING
9 th Street	A St to Hwy 101	18" Sewer	UPSIZING
Lincoln School/Jacobs Park		33" Sewer	UPSIZING
Railroad Square Sub-Area			
New Street	E. of TORPA	12" Water Main	NEW
New Street	W. of TORPA	12" Water Main	NEW
3 rd Street	Wilson St to Davis St	12" Water Main	UPSIZING
6 th Street	West of Hwy 101	8" Water Main	UPSIZING
Railroad tracks	W. parallel to tracks	TBD, Water Main	NEW
5 th Street	Under Hwy 101	8" Water Main	UPSIZING
4 th Street	E. of Railroad tracks	12" Water Main	UPSIZING
Hazel Street	W. of Chestnut St	> 33" Sewer	UPSIZING
Chestnut Street	N. of Hazel St	> 33" Sewer	UPSIZING
Railroad Corridor Sub-Area			
Maxwell Court	To Donahue St	8" - 12" Water Main	NEW
Donahue Street	9th St to 8th St	8" Water Main	UPSIZING
West 7th Street	W. of Davis St	8" Water Main	UPSIZING
6" Water Mains in Sub Area	All in Sub-Area	8" - 12" Water Main	UPSIZING
North Dutton Avenue	Maxwell Dr to W 9th St	> 6" Sewer	UPSIZING
9 th Street	W. of Railroad tracks	> 18" Sewer	UPSIZING

Table 7-1: Infrastructure Requirements (continues on next page)

Water supply line upgrades from some existing pipes will be necessary to meet fire protection velocity requirements for mid-rise structures. Water line relocation will also be required by the reunification of Courthouse Square.

Sewer line upgrades will be required in several locations to handle increased flow from projected development. Relocation and improvement of additional sewer lines will be required by the reunification of Courthouse Square. The Downtown Trunk Sewer line running to the Laguna Wastewater Treatment Plant will also need to be increased in size. Finally, development in Courthouse Square will require enlarging the existing downstream Old Town Trunk Sewer located north of Santa Rosa Creek and west of the Railroad Corridor Sub-Area.

Stormwater drainage in this Sub-Area mostly drains into Santa Rosa Creek. SUSMP measures will be required for some development in the Sub-Area. The City currently has a stormwater drainage outlet to the Santa Rosa Creek at the end of "B" Street. Any development of this parcel will require providing the City with an easement to maintain this outlet.

◆ **Railroad Square Sub-Area.** Construction of 334 units of residential housing and 94,960 square feet of non-residential uses is projected for this Sub-Area.

Water supply utility improvements needed in order to provide the needed fire supply for multi-story housing and commercial development in this Sub-Area include increasing the size of pipes in Third Street, Fourth Street and Fifth Street. Additionally, new mains on the western side of the railroad tracks will be required to provide the fire department with a fire supply on both sides of the track.

Wastewater system upgrades are anticipated to be necessary for the City Cross-town Trunk Sewer Main located in Hazel and Chestnut Streets.

Stormwater drainage for development adjacent to Santa Rosa Creek in this Sub-Area should be consistent with the adopted Pierson Reach Restoration Concept Plan. SUSMP measures will be required of all development in this area.

◆ **Railroad Corridor Sub-Area.** This sub-area is projected to provide approximately 1,300 new residential units and 9,500 square feet of retail development.

Water supply improvements will be necessary in the Sub-Area to meet the fire flow demands required by development, including new water lines in Maxwell Court and larger pipes in Donahue Street, West Seventh Street, Pierson Street, Dutton Avenue, and Sebastopol Road. Additionally, wider easements and building setbacks along the Railroad Corridor Sub-Area may be required for access for fire protection vehicles, additional water mains and hydrants.

Wastewater service to this Sub-Area is split between two jurisdictions, the City of Santa Rosa Utilities Department and the South Park County Sanitation District. Wastewater from both areas is conveyed in the City pipe network to the Laguna Wastewater Treatment Plant located on Llano Road. The South Park system will be completely absorbed into the Santa Rosa system by about 2015. Upsizing of wastewater pipes will be required at North Dutton Avenue and West Ninth Street. Required improvements to the downstream sewer system are discussed in the Courthouse Square Sub-Area.

Stormwater pipe upsizing and replacement of an existing sump will be necessary in the Maxwell Court area. In the Sebastopol

Road area, flooding often occurs at the intersection of Roberts Avenue and Sebastopol Road. Extending the existing storm drain piping at this intersection to connect to an adequate downstream drainage system will lessen this problem. Finally, SUSMP regulations will apply to all types of development along the Santa Rosa Creek.

◆ **Park and Gardens Sub-Area.** This Sub-Area along Santa Rosa Avenue is projected to provide 147 residential units and approximately 27,500 square feet of retail space.

Water supply provided by the existing pipe network will need to be upsized on one side of Santa Rosa Avenue.

Projected development will require wastewater system upgrades to the trunk main in Santa Rosa Avenue as well as the Cross-town Trunk Sewer Main in Sonoma Avenue.

Stormwater drainage is conveyed in the storm drain system to Santa Rosa Creek in the north and to Colgan Creek in the southern part of the Sub-Area. The development of parcels one-acre or larger are required to follow SUSMP requirements.

Area		New Item	Action
Imwalle Gardens Sub-Area			
Imwalle Street	Along new street	8" Water Main	NEW
Cavendish Avenue	To Imwalle Street	8" Water Main	NEW
West 3rd Street	S. of Imwalle Site	> 42" Sewer	UPSIZING
Imwalle Street	Along new street	12" Sewer	NEW
Imwalle Site Area	Two mains west to east	8" Sewer	NEW
Park and Gardens Sub-Area			
Santa Rosa Avenue	Charles St to Maple Ave	12" Water Main	UPSIZING
Sonoma Avenue	W. of Santa Rosa Ave	> 33" Sewer	UPSIZING
Santa Rosa Avenue	S. of Sonoma Ave	> 33" Sewer	UPSIZING

Table 7-1: Infrastructure Requirements (continued from previous page)

◆ **Imwalle Gardens Sub-Area.** Construction is planned to occur on the western half of the northern parcel which is projected to provide 120 residential units.

Water supply requirements for new development can be met by connecting new pipes to the existing main in West Third Street along the southern boundary of the Sub-Area.

Wastewater system pipes will connect to the City Cross-town

Trunk Sewer Main located in West Third Street. Upsizing of the main will be required, along with new sewer pipes from the development, sized for proper gravity flow.

The stormwater system for this Sub-Area is anticipated to be a new storm drain with flows into Santa Rosa Creek. Due to the proximity of this sub-area to the Creek, this area must comply with SUSMP requirements.

◆ **Residential Sub-Areas and Historic Residential Sub-Areas.** Approximately 50 additional units are projected to occur in these Sub-Areas, and development will be typified by individual home-owners sub-dividing large lots for infill development or by the addition of mother-in-law units on existing properties. Utility services for these developments will be site specific and will occur where existing services are established.

B. RECREATION AND PARKS

The City of Santa Rosa’s Recreation and Parks Department maintains, promotes and administers parks, recreation facilities, and cultural and arts facilities, including nine parks and recreation facilities in the Specific Plan Area.



Figure 7-2: Existing and Proposed Parks

1. Recreation and Parks Facilities

Neighborhood parks, open spaces and recreational facilities are an important component of a livable downtown. The Plan Area includes several existing parks ranging in size from the one half acre Railroad Depot Park to the nine acre Juilliard Park. Existing parks in the Plan Area total approximately 18.0 acres. The Specific Plan indicates locations for several new parks, including new pocket parks in the Maxwell Court and Sebastopol Road areas, a new linear park along Santa Rosa Creek in the western part of Imwalle Gardens, a public green/amphitheatre near West Sixth Street and Pierson Street, and a new Prince Gateway Park at Santa Rosa Avenue and Sonoma Avenue. The total for these proposed parks is approximately 4.5 acres. An additional eleven acres of proposed open space along Santa Rosa Creek will increase the total from 22.5 acres to approximately 33.5 acres of parks and open space in the Plan Area. Figure 7-2 illustrates the location of existing and planned parks within the Plan Area, and Table 7-2 provides the acreages for each of the parks indicated.

The General Plan’s park standard is 6.0 acres per 1,000 residents. Park dedication fees will be collected from residential development in the Specific Plan Area and these fees will be used to create proposed parks and recreational facilities inside and outside of the Plan Area.

The General Plan defines neighborhood parks as being within about one-half mile of the residents that the park serves. Through implementation of the Specific Plan there will be no location within the Plan Area that is more than one half mile from a neighborhood park, and most residents will be less than one-quarter mile to a neighborhood park.

2. Cultural Facilities

The Recreation and Parks Department of Santa Rosa is also responsible for maintaining cultural facilities. The Plan Area contains several cultural facilities including the DeTurk Round Barn, the Church of One Tree, and the Luther Burbank Home and Gardens. New cultural facilities envisioned by the Specific Plan include: a Performing Arts Center on the existing City Hall site; a Food and Wine Center on the SMART property in Railroad Square; conversion of a historic warehouse on Roberts Avenue north of Sebastopol Road (Fitzgerald Building) into a neighborhood community center; and the addition of an amphitheater and outdoor park planned along the Pierson Reach of Santa Rosa Creek.

These facilities will contribute to creating a desirable living environment in the downtown area and help fulfill the community’s desire to establish downtown as the cultural center of the City. Consideration should be given to allowing use of Park Fees paid on new residential units within the Specific Plan Area for development and improvement of cultural facilities in the downtown area.

Existing Parks	Acreage
DeTurk Park	1.0
DeMeo Park	1.0
Olive Park	1.0
Courthouse Square	2.0
Juilliard Park	9.0
Burbank Home and Gardens	1.5
Prince Memorial Greenway	2.0
Railroad Park	0.5
Total	18.0
Proposed Parks	Acreage
Maxwell Court Park	.75
Sebastopol Road Park	.75
Pierson Reach Park	1.0
Imwalle Park	1.5
Prince Gateway Park	0.5
Total	4.5
Existing and Proposed	22.5

Table 7-2: Existing & Proposed Park Acreages

C. PUBLIC SAFETY

Public Safety consists of police, fire protection and emergency services. In the Plan Area, these services are primarily fulfilled by the Santa Rosa Police Department and the Santa Rosa Fire Department.

1. Police Services

The Police Department is located in the Public Safety Building at 965 Sonoma Avenue, three blocks outside of the Plan Area. The Police Department recently opened a new sub-station facility fronting Old Courthouse Square. As of January 2006, there were a total of 184 sworn positions and 89 civilian staff in the Department. With the projected build-out of the Plan Area, it is anticipated that the Police Department will require more officers and staff but not a new facility.

2. Fire Protection

Fire protection and emergency services in the Plan Area are primarily the responsibility of the Santa Rosa Fire Department. There are currently about 128 sworn and seven civilian employees within the department. It is anticipated that development projected by the Specific Plan over the next 20 years will require the addition of another half company of fire fighters to be hired.

The Fire Department has an existing plan to relocate Station 8 on Burbank Avenue to a Sebastopol Road location, possibly to a site within the Plan Area. This proposed station could be part of a mixed use facility or building. One possibility is to locate the proposed station along with other neighborhood community facilities as part of the historic Fitzgerald Building.

D. EDUCATIONAL FACILITIES

Schools and libraries are important components of civic life. Ensuring quality educational facilities for existing and future residents of the Plan Area is important to the realization of the Specific Plan.

1. Schools

The Specific Plan Area is within two school districts. The majority of the Plan Area is within the Santa Rosa City School District, which is comprised of the Santa Rosa Elementary School District and the Santa Rosa High School District. The Santa Rosa City School District elementary school population is currently stable, while the Middle Schools and High Schools are projected to decline in population two to three percent per year (with no new growth). The portion of the Plan Area west of the railroad and south of Santa Rosa Creek is within the Roseland School District. The Roseland School District is growing and is currently developing a new elementary school in the district which should be built and ready to serve the community by 2010.

The 2005 report, *The Market for Retail, Residential, and Office Space in Downtown Santa Rosa* by Gruen Gruen and Associates indicates that the primary source of demand for multi-family housing in the downtown area will come from older, empty-nester households or younger, smaller-size households. The result will be a relatively small number of new student-age residents in the Plan Area, and a correspondingly small increase at local schools. New housing is also expected to develop incrementally over 20 years. For these reasons, the school districts are projected to absorb the impact of new development in the Plan Area. Schools receive funding from the Statutory School Impact Fee Assessment, which will be charged

per each residential unit and applied to school facilities for new students.

2. Library

The Santa Rosa Central Library is located in the Plan Area at Third Street and E Street. An upgrade to this library facility is anticipated in the Sonoma County Library Facilities Master Plan and is projected to occur around the year 2015. Patrons of this library benefit from the location in the downtown area, and 63 percent report that they usually walk to the facility.

A new library has been discussed as part of the proposed Performing Arts and Civic Center. The planning process for this facility should include an assessment of the feasibility of including a new library with associated community meeting rooms.



Santa Rosa Public Library

E. UTILITIES AND PUBLIC SERVICES GOALS AND POLICIES

Following are goals and policies established for the Specific Plan. These goals and policies are consistent with existing goals contained in the Public Services and Facilities section of the *Santa Rosa 2020: General Plan*, and are intended to ensure that new development is accompanied by appropriate provision of public services and utilities.

Goal SP-UPS-1: Provide funding for public services and utilities in the Plan Area.

Policy SP-UPS-1.1: Ensure that private development provides its fair share of funding for necessary improvements to public services and utilities in the Plan Area.

Policy SP-UPS-1.2: Use the City’s Capital Improvement Program, Park and Utility Fees, Measure O funds, redevelopment program funds, Federal and State grant funds and other funding sources to implement area-wide improvements that cannot be conditioned as part of private development projects.

SP-UPS-1.3: At such time as a citywide Community Facilities District is created and a requirement that all new development annex to that district, apply a similar requirement in the Specific Plan Area.

Goal SP-UPS-2: Ensure adequate water supply is available to serve existing and new development in the Plan Area.

Policy SP-UPS-2.1: Ensure that water supply capacity and infrastructure are in place prior to occupancy of new development in the Plan Area.

Policy SP-UPS-2.2: New development and streetscape landscaping shall employ water conservation and re-use measures.

Policy SP-UPS-2.3: Revise the City’s Utility Master Plan to include water system improvement needs identified in this plan. Program construction of needed water system improvements as part of the City’s Capital Improvement Program as timing or conditions warrant.

Policy SP-UPS-2.4: New development within the Specific Plan Area shall be required to comply with the City’s Water Efficient Landscape Policy.

Goal SP-UPS-3: Ensure sewer capacity is available to serve existing and new development in the Plan Area.

Policy SP-UPS-3.1: Maintain existing levels of wastewater service and provide for new development by preserving and improving infrastructure in the Plan Area, including upgrading of trunk lines.

Policy SP-UPS-3.2: Revise the City’s Utility Master Plan to include wastewater system improvement needs identified in this plan. Program construction of needed improvements as part of the City’s Capital Improvement Program as timing or conditions warrant.

Goal SP-UPS-4: Solid waste disposal needs of existing and new development in the Plan Area should be met while providing opportunities for reduction, reuse and recycling.

Policy SP-UPS-4.1: Expand recycling efforts in multifamily and commercial projects in the Plan Area, and continue to encourage recycling by all residents.

Policy SP-UPS-4.2: New development requiring demolition

of existing structures in the Plan Area should reuse and recycle materials to the greatest extent possible.

Goal SP-UPS-5: Manage, maintain and improve stormwater drainage and capacity in the Plan Area.

Policy SP-UPS-5.1: New development and capital improvement projects shall reduce pollution and runoff flows impacting Santa Rosa Creek by following the City’s Standard Urban Storm Water Mitigation Plan (SUSMP).

Policy SP-UPS-5.2: Require new development to upgrade and/or install storm drainage pipes as appropriate where needed. Improvements shall be designed to be consistent with the City’s storm drain standards.

Policy SP-UPS-5.3: Program construction of storm drain improvements identified in this plan as part of the City’s Capital Improvement Program as timing or conditions warrant.

Goal SP-UPS-6: Provide recreational and cultural facilities for visitors and residents of the Plan Area.

Policy SP-UPS-6.1: Allow Park Fees paid on new residential units within the Specific Plan Area to be used for development and improvement of cultural facilities in the downtown area.

Policy SP-UPS-6.2: Preserve the historic Fitzgerald Building on Roberts Avenue and pursue adaptive reuse as a neighborhood community facility.

Policy SP-UPS-6.3: Develop a linear park adjacent to Santa Rosa Creek in the Imwalle Sub-Area.

Policy SP-UPS-6.4: Provide a 0.5 to 1 acre park with play structures in the Maxwell Court area of the Railroad Corridor Sub-Area.

Policy SP-UPS-6.5: Provide a new 0.5 to 1 acre park with play structures in the Sebastopol Road area of the Railroad Corridor Sub-Area.

Policy SP-UPS-6.6: Pursue development of a park and amphitheater on the vacant land located at the west end of the Prince Memorial Greenway near the intersection of West Sixth and Pierson Streets.

Goal SP-UPS-7: Provide fire and police services that ensure the safety of the Plan Area community.

Policy SP-UPS-7.1: Require developers to be in compliance with Santa Rosa Fire Department High-Rise Requirements.

Policy SP-UPS-7.2: Relocate Engine Company No. 8 to a new site in the vicinity of Sebastopol Road. Explore the feasibility of acquiring the historic Fitzgerald Building site on Roberts Avenue as a multi-use site for both a Fire Station and neighborhood community facility.

Policy SP-UPS-7.3: Require new development along the SMART rail corridor to comply with Fire Department requirements for equipment access and circulation.

Goal SP-UPS-8: Provide library facilities to meet the needs of the Plan Area and the larger community.

Policy SP-UPS-8.1: Collaborate with the Sonoma County Library in their planning efforts to either renovate the Central Library branch in its current location or develop a new facility at an alternative site within the downtown area.

8 IMPLEMENTATION AND FINANCING

This chapter outlines the steps necessary for the successful implementation of the Specific Plan. It describes regulatory programs, infrastructure and facility improvements, and identifies funding sources for carrying out identified actions.

A. IMPLEMENTATION OVERVIEW

The Downtown Station Area Specific Plan creates the context for substantial additional residential, retail, and office development in the 650 acre Plan Area. Achieving significant new development in the largely developed center of Santa Rosa will be challenging. New development anticipated by the Specific Plan will infill remaining vacant sites and redevelop existing underutilized sites. Considering development costs and expected market conditions it is likely that it will take many years for the development as envisioned by the Specific Plan to occur.

This new development will require a variety of improvements including those typically associated with site development, infrastructure improvements needed to create sufficient capacity for the new development anticipated in the area, and civic facilities and amenities that benefit the entire City. In order to achieve these improvements, a strategic, collaborative public/private approach to development will be required which takes advantage of development opportunities to create value and enhance the potential for additional development and public investment. The City will undertake a number of programs and actions to implement the vision described in this Specific Plan.

This chapter is organized to provide clear guidance for policy makers to address the programmatic and physical improvements critical to the success of the Specific Plan vision. At the end of the chapter is



Example of Streetscape Furniture

a matrix summarizing the implementation program. Following is an overview of the steps contained in this chapter:

- ◆ Identify the regulatory and programmatic steps necessary to support the Specific Plan.
- ◆ Identify the physical improvements to infrastructure, streets, public services and community amenities needed to support the proposed development.
- ◆ Identify the likely funding mechanisms that will be utilized to fund required physical improvements.
- ◆ Consider development feasibility and phasing issues.
- ◆ Provide an action plan for initiating public improvements and related financing mechanisms.

Located at the end of this chapter in Table 8-4 and Table 8-5 are two matrices summarizing the programs and physical implementation steps of the Specific Plan.

B. REGULATORY AND PROGRAMMATIC STEPS

The following regulatory and program steps should be taken by the City to fully implement the Specific Plan.

1. Regulatory Documents

Following adoption of the Specific Plan, the City will identify and coordinate changes to existing regulatory documents necessary to implement the vision and policies of the plan. These tasks are anticipated to be conducted by City staff with consultant assistance as necessary.

- ◆ Zoning Code
- ◆ Design Guidelines
- ◆ Pedestrian/Bicycle Master Plan

2. In-house Work Programs

Additional tasks to coordinate Specific Plan efforts include the following. These tasks are anticipated to be conducted by City staff.

- ◆ Coordination with SMART: The City will integrate ongoing planning efforts at the Sonoma Marin Area Rail Transit District with policies of this Specific Plan to insure mutual interests are achieved, including exploring financing mechanisms for establishment of shuttle service between the rail station and area employment centers and business parks.
- ◆ Infrastructure Engineering Analysis: The City's Public Works and Utilities Departments will oversee a detailed engineering analysis of infrastructure improvements identified in the Plan Area to assure completeness and to determine phasing priorities.

3. Community Work Programs

The Specific Plan requires additional regulatory documents to be developed for specific locations within the Plan Area. These documents will provide guidance for new development and capital improvement projects. City staff with consultant assistance will oversee a community involvement process.

- ◆ Street Tree Types: These are guidelines that consist of recommended tree species, size of tree wells and spacing of trees for

each of the Street Types listed in Chapter 5. Specific street tree types will be developed for the Urban Center Street Type, Shop Front Street Type, Entryway Street Type, Boulevard Street Type, Live/work Street Type, and SMART Multi-Use Corridor Type.

- ◆ **Street Furnishings and Street Lighting “Palettes”:** Palettes are groups of predetermined specifications for street furnishings and street lights which will be determined depending on the location of the improvement. Street furnishing palettes will consist of specifications for benches, trash and recycling receptacles, bus shelters, news racks, bicycle racks, tree grates and tree guards. Street lighting palettes will consist of specifications for streetlight fixtures and recommended spacing and heights for streetlights. Street furnishing and street lighting palettes will be developed for Courthouse Square, Railroad Square, West End, Sebastopol Road, Park and Gardens, Cherry Street, St. Rose and Olive Park districts.
- ◆ **Santa Rosa Avenue Corridor Plan:** The City will initiate a program to work with neighborhood groups and stakeholders to create a Corridor Plan for Santa Rosa Avenue between Highway 12 and Sonoma Avenue. Design objectives should include: creation of a village-like atmosphere with two to four-story mixed-use buildings at the street edge; enhancement of the pedestrian environment with wider sidewalks, street trees and activity generating uses at the street level; a right-of-way configuration designed to give preference to pedestrians and bicyclists but adequately accommodating automobile circulation; and creation of a retail hub between the Juilliard Park and Burbank Gardens neighborhoods at the intersection of Sebastopol Avenue, Mill Street and Santa Rosa Avenue.

C. PHYSICAL IMPROVEMENTS IMPLEMENTATION

The following infrastructure and public services improvements are physical steps required to fully implement the Specific Plan.

I. *Street and Roadway Improvements*

The Specific Plan proposes improvements to the street network in the Plan Area that will help accommodate existing traffic and additional traffic anticipated as development occurs.

- ◆ **Streetscape Improvements:** The Specific Plan will establish design guidelines and development standards for streetscape improvements in the Specific Plan Area. Some of these improvements will be constructed as a part of planned roadway and intersection improvements and some will be constructed as a part of individual development projects.
- ◆ **Pedestrian and Bicycle Improvements:** As with streetscape improvements, improvements to the pedestrian and bicycle network identified in the Specific Plan will be constructed as a part of individual development projects and others as a part of City-wide pedestrian and bikeway projects.
- ◆ **Intersection and Corridor Improvements:** Chapter 6 identifies seven street intersections and three corridors which are projected to need improvement in order to increase capacity. Three of the intersections need to be improved in tandem with the reunification of Courthouse Square. The priority of the remaining intersection and corridor improvements will depend on the timing of nearby development.
- ◆ **Sixth Street Underpass:** The new passage under the freeway is planned and CalTrans will provide the structure. The timing for the construction of the roadway is not determined.

- ◆ Sebastopol Road Corridor Improvements: At the time of the Specific Plan (2006), planning is underway for streetscape and other improvements at the Sebastopol Road corridor.
- ◆ Fourth Street Extension through Santa Rosa Plaza: This is a primary focus of the Specific Plan, and it would occur as part of a major renovation to the Plaza. The City may need to provide incentives to the Santa Rosa Plaza owner to achieve this reconfiguration.
- ◆ Other New Streets: The Specific Plan identifies several new streets which would be provided concurrently with new development in specific locations, including Roberts Avenue, Donahue Street and Imwalle Street.

2. Utility Improvements

The development proposed in the Specific Plan Area will require upgrading of the City's existing utility systems including water supply piping, wastewater piping, and stormwater drainage. A complete list of anticipated utility improvements and costs is provided in Appendix D.

- ◆ Water Supply: Water supply utility pipe upgrades will be required for most areas of the Plan Area due to higher pressure and flow rates required by fire protection laws. Courthouse Square and Railroad Square Sub-Areas will need the most substantial water main upgrades.
- ◆ Wastewater: Some of the sewer mains in the Plan Area will need to be upsized to accommodate new development. The major impact of development will be to the Downtown Trunk Sewer main.

- ◆ Stormwater: Most of the stormwater in the Plan Area is directed into Santa Rosa Creek. Regulations require that each development of a minimum size or proximity to the creek will be required to capture and treat stormwater on site.

3. Recreation and Parks

The Specific Plan indicates locations for several new parks. The total size of these proposed parks is approximately 4.5 acres. City park fees and development agreements will contribute to the realization of these new parks.

- ◆ Maxwell Court: Proposed .75 acre pocket park.
- ◆ Sebastopol Road: Proposed .75 acre pocket park.
- ◆ Imwalle Park: Proposed 1.5 acre linear park along Santa Rosa Creek.
- ◆ Pierson Park: Proposed 1.0 acre public green/amphitheatre.
- ◆ Prince Gateway Park: Proposed .5 acre park along Santa Rosa Avenue.

4. Community Amenities

These projects will enhance downtown Santa Rosa and provide broad public benefit to citizens and businesses throughout the City.

- ◆ Reunification of Courthouse Square: The reunification project could serve as a catalyst for new development in the downtown area.
- ◆ New Civic Center and Performing Arts Center: Bringing cultural facilities into the downtown area will enhance the regional stature of Santa Rosa.

- ◆ Daylighting of Santa Rosa Creek: This improvement will build on work already done to make Santa Rosa Creek a natural focus of the center of the city.

D. FUNDING MECHANISMS

The following section describes the types of costs and the funding sources associated with the implementation of the Specific Plan. Table 8-1 provides a summary of these costs and funding mechanisms.

1. Development Project Improvements

The primary source of funding for development project-related costs will be private developer equity and commercial bank financing. In addition to normal site improvement costs, the dispersed pattern of planned development in the area may also require developers to advance funding for “over-sizing” backbone infrastructure (e.g., roadways, water, sewer and drainage facilities) so that it is constructed concurrently with the demand for such facilities. Such advances are reimbursable through the existing City or other development impact fee programs.

2. Specific Plan Area Related Improvements

Development of the Specific Plan Area related improvements include infrastructure and public services improvements. It can be assumed that new development in the area, in one manner or another, will fund these required public improvements. The following text briefly describes potential funding mechanisms:

- ◆ *Capital Improvement Program:* The City of Santa Rosa has a Capital Improvement Program (CIP) that is adopted each year as a part of the City’s Budget cycle. The CIP identifies capital projects that the City is committed to building in the near term. Funding for projects in the CIP come from a variety of sources that are identified in the CIP. Projects identified in the Specific Plan would be candidates for inclusion in a future CIP, when funding sources have been identified and secured.
- ◆ *City Impact Fees:* The City currently imposes a number of development impact fees both City-wide and for the quadrants of the City including the Capital Facilities Fee, the Southwest

Cost Type	Estimated Cost Amount	Funding Sources				
		Private	Tax Increment	Citywide Fees	New Development-Based Sources	Other City Sources
Development Project-Related Costs	T.B.D.	X				
Specific Plan Improvement Related Costs (1)	\$33,400,000		X	X	X	X
Civic Facilities and Amenities (2)	T.B.D.	X	X			X

(1) Includes intersection improvements and utility upgrades. Streetscape improvements will be funded by developer/capital improvement program; a Community Facilities District will be established to fund four pocket parks and public facilities.

(2) Consists of reunification of Courthouse Square, connection through Santa Rosa Plaza Mall, Pierson Park, Performing Arts Center and new City Hall, daylighting of Santa Rosa Creek, new Gateway Park (Santa Rosa Avenue at Santa Rosa Creek), new Donahue Road and new Roberts Avenue.

Sources: Coastland Engineering; Economic & Planning Systems, Inc.

Table 8-1: Cost Categories and Sources of Funding, 2006

CHAPTER 8: IMPLEMENTATION AND FINANCING

Fee Source	Units/ Sq. Ft.	Fee per Unit/Sq. Ft.	Estimated Fee
<u>Capital Facilities Fees</u>			
Residential			
Medium-Low Density (8 to 12.99 units/acre)	120	\$4,045	\$485,400
Medium-High Density (18 to 30+ units/acre)	<u>3,129</u>	\$2,998	<u>\$9,380,742</u>
Sub-Total	3,249		\$9,866,142
Retail			
Southwest	30,000	\$2.69	\$80,700
Northeast	185,540	\$8.47	\$1,571,524
Northwest	<u>24,960</u>	\$8.47	<u>\$804,311</u>
Sub-Total	310,500		\$2,456,535
Office	340,000	\$3.53	\$1,200,200
Total Capital Facilities Fee			\$13,522,877
<u>Southwest Area Development Impact Fee</u>			
Residential, Medium-High Density (18 to 30 units/acre)	480	\$6,479	\$3,109,920
Retail/Service	30,000	\$7.95	<u>\$238,500</u>
Total Southwest Area			\$3,348,420
<u>Utility Demand Fees</u>			
Water Fees			
Single Family Unit, 6,000 square feet and under	463	\$3,867	\$1,790,421
Multifamily Unit, Condominium, Mobile Home	2,786	\$2,209	\$6,154,274
Retail	375,500	\$552	\$378,279
Office	340,000	\$552	<u>\$266,401</u>
Sub-Total			\$8,589,375
Wastewater Fees			
Single Family Unit, under 4,000 square feet	463	\$7,604	\$3,520,652
Multifamily Unit, Condominium, Mobile Home	2,786	\$6,844	\$19,067,384
Retail	375,500	\$1,901	\$7,495,168
Office	340,000	\$1,901	<u>\$581,706</u>
Sub-Total			\$30,664,910
Total Utility Fees			\$39,254,285

Fee source (cont'd)	Units/ Sq. Ft.	Fee per Unit/Sq. Ft.	Estimated Fee
<u>Park Fees</u>			
Northwest	343	\$7,934	\$2,721,362
Southwest	<u>120</u>	\$7,993	\$959,160
Southeast	<u>0</u>	\$7,773	<u>\$0</u>
Sub-Total	463		\$3,680,522
Multifamily			
Northwest	566	\$6,810	\$3,854,460
Northeast	1,286	\$7,911	\$10,173,546
Southwest	776	\$6,861	\$5,324,136
Southeast	<u>158</u>	\$6,672	<u>\$1,054,176</u>
Sub-Total	2,786		\$20,406,318
Total Park Fees	3,249		\$24,086,840
<u>School Impact Fees</u>			N.A.
<u>Housing Allocation Plan Fee</u>			N.A.
TOTAL			\$80,212,422
Sources: City of Santa Rosa; Economic & Planning Systems, Inc.			

Table 8-2: Impact Fee and Demand Fee Revenue Estimates, 2006

and Southeast Area Development Impact Fees, Water and Wastewater Demand Fees and Park Improvement Fee. Table 8-2 shows an estimate of impact fee and demand fee revenues that would derive from development of the Specific Plan Area. Over time, development of the area will generate over \$80 million in impact and demand fee revenues for the City. While these fees are established to fund specifically identified capacity improvements located throughout the City, it may be possible to direct some of this fee revenue to infrastructure projects in the Specific Plan Area.

- ◆ *Land Secured Financing:* A Mello-Roos Community Facilities District (CFD) may be established to help fund the construction of backbone infrastructure and other public facilities and services within the Specific Plan Area. The 1982 Mello-Roos Community Facilities Act enables public entities to establish a CFD to fund various facilities and services. The proceeds from a CFD bond sale can be used for direct funding of Specific Plan Area improvements or to acquire facilities constructed by the developer.
- ◆ *Redevelopment:* Value created over the next 10 years, assuming market conditions hold, will range between approximately \$270 million and \$550 million. Assuming that the majority of the Specific Plan Area is within a redevelopment area, tax increments to the redevelopment agency would range from \$590,000 to \$1.2 million annually, which is potentially sufficient to issue bonds of roughly \$6 million to \$12 million. Table 8-3 shows an estimate of redevelopment tax increment financing potentially available during the next ten-year period.

3. Community Amenities

Community amenities envisioned by this plan would require substantial funding from sources not directly related to real estate value created through new development as envisioned in the Specific Plan. While these improvements will make the Specific Plan Area more attractive and livable, they will benefit residents and businesses throughout the City and thus a City-wide funding source, such as a general obligation bond, is justified. Some of the proposed amenities

Item	Distribution (1)	Amount (2)
New Assessed Value		\$546,299,600
Property Tax (Gross TI)	1%	\$5,462,996
- Housing Set Aside (3)	35%	(\$1,912,049)
- Pass-Throughs (4)	35%	(\$1,912,049)
Tax Increment		\$1,638,899
Annual Revenue for Redevelopment		\$1,638,899
Annual Revenue for Affordable Housing		\$1,912,049
Total Annual RDA Revenues		\$3,550,948
Annual Revenue for Redevelopment		\$1,638,899
- County Administrative Fee (5)	2.4%	(\$131,112)
- Redevelopment Administration Cost (6)	13%	(\$213,057)
Revenue Available for Bond Debt Service		\$1,294,730
Bonding Capacity (7)		\$13,500,000
- Cost of Bond Sale and Funding Reserves	12%	(\$1,620,000)
Net Bonding Revenues		\$11,880,000

(1) Assumptions provided by City of Santa Rosa Economic Development and Housing Department.
 (2) Assumes annual demand of 100 units.
 (3) A plan amendment will be necessary in the Santa Rosa Center Redevelopment Area in order to issue new debt, which will trigger a higher LMIHF setaside of 35%.
 (4) Assumes a Pass-Through proxy rate of 35% as under AB 1290.
 (5) As a percentage of gross TI.
 (6) As a percentage of net non-housing revenues (annual revenue for redevelopment).
 (7) Assumes 20-year term, 6% interest rate, and debt cover ratio of 1.1.

Table 8-3: Redevelopment Tax Increment Estimates, 2006

such as the performing arts center may be able to attract grants or foundation funding, as has been the case in other communities. The reestablishment of Fourth Street through the Santa Rosa Plaza shopping mall would be funded, it can be assumed, by a combination of public and private sources at the time the Plaza undergoes a major renovation.

E. DEVELOPMENT FEASIBILITY AND PHASING DISCUSSION

Market conditions and feasibility analysis conducted as a part of the Specific Plan process suggests that a concerted public/private incremental approach to development will be required, taking advantage of development opportunities that arise, to create value and enhance the potential for additional development consistent with the vision established by this Specific Plan.

An analysis of infrastructure costs suggests that infrastructure-related financial burdens will fall well within real estate industry standards. With improvement values ultimately well over \$1 billion, local infrastructure costs in the range of \$20 million to \$30 million should be relatively easy to absorb when taken as a whole.

The timing of development, anticipated to be extended over more than 20 years and the fact that it is geographically dispersed will create a challenge for matching efficient infrastructure improvement projects to development. In some instances “oversizing” will be required to serve early (i.e., the first ten years) phases of development. It may be necessary to develop financing mechanisms, in addition to the developer “oversizing” already mentioned, to fund these improvements.

F. FINANCING ACTION PLAN

The financing for the required and desired public improvements within the Specific Plan Area will be initiated through a variety of implementation actions taken by the City of Santa Rosa. The following actions are organized by the three categories of funding responsibility identified above.

Developer-Provided Improvements:

Certain improvements are assumed to be completed by the private sector as a part of individual development projects, consistent with the requirements of the Specific Plan and other City plans and programs.

Action 1: Incorporate requirements and standards identified in the Specific Plan as part of the City’s Zoning Code and Design Guidelines to facilitate the processing of development applications.

Action 2: Consider use of development agreements for larger development projects to secure a wider range of public improvements and clearly define funding and improvement responsibilities.

Action 3: Consider targeted subsidies for development projects with high public values or catalytic effects related to other new development in the area.

Action 4: Evaluate the potential for shared or public parking facilities in the Railroad Square Sub-Area to reduce the need for on-site structured parking facilities.

Specific Plan Area Improvements:

A number of infrastructure improvements are identified in the Specific

Plan that provide additional capacity and maintain City service standards to accommodate development in the Plan Area.

Action 5: Conduct a detailed engineering analysis of all infrastructure improvements that have been identified in the Specific Plan Area to assure completeness and accuracy and to properly assign funding responsibility based upon “rational nexus” principles.

Action 6: Evaluate infrastructure requirements in relation to likely development patterns and establish a schedule for constructing required improvements. Begin engineering design and initiate construction of the high priority improvements.

Action 7: Insofar as the investments in public improvements exceed funding immediately available (through impact fees and other sources) establish a mechanism for funding the “oversized” facilities and paying for these costs as the subsequent development occurs.

Action 8: Assure that key improvements required by or reflected in the Specific Plan are included in the City’s CIP and, where appropriate, development impact fee technical reports and related resolutions. Specifically, existing fee ordinances should be reviewed to assure that projects anticipated in the Specific Plan Area, along with development expected, are incorporated.

Action 9: Utilize available tax increment financing for amenities and improvements that do not have a strong linkage to development projects and cannot be funded through other City sources. In some cases, tax increment financing may be necessary to subsidize aspects of private development projects deemed highly

desirable or beneficial by the City (e.g., “catalyst” projects that will stimulate additional development in the area).

Community Amenities:

The Specific Plan identifies a number of community amenities to be built in the Specific Plan area. These amenities, as they benefit the entire City, will likely require City-wide based funding sources.

Action 10: Study the design, features and cost for each of the proposed civic facilities and amenities identified in the Specific Plan.

Action 11: Because of the high cost of the proposed civic facilities and amenities, seek community support for the civic facilities and amenities through formulation of a general obligation bond package (or other City-wide funding source) to be placed before the City’s voters.

Action 12: Seek grant and foundation funding and public/private partnerships for the construction and operations of the proposed civic facilities and amenities (e.g., foundation support for the performing arts center).

Tables 8-4 and 8-5 are located on the following page and provide a summary of the Specific Plan’s programs and physical implementation steps.

Action	Timeframe	Cost	Responsibility	Potential Funding Sources
Zoning Code/Design Guidelines/Ped + Bike Plan Amendments	Short Term	\$50.0 K	City	Grants, City Staff
Street Tree Types / Streetscape "Palette" Development	Short Term	TBD	City	Grants, City Staff
Coordination with SMART	On-Going	--	City / Developer	City Staff
Santa Rosa Avenue Corridor Plan	Medium Term	\$150.0 K	City	Grants, City Staff
Infrastructure Engineering Analysis	Medium Term	--	City	City Staff

Notes: Action items are listed in order of priority. Short Term = 0 to 5 years; Medium Term = 5 to 10 years; Long Term = 10+ years

Table 8-4: Regulatory and Program Steps

Action	Timeframe	Cost	Responsibility	Potential Funding Source
Street and Roadway Improvements				
Sixth Street Underpass	Short Term	\$2.5 M	Public	CIP
Sebastopol Road Corridor Improvements	Short Term	TBD	Public	CIP / Redevel / Developer
Streetscape Improvements	On-Going	TBD	Public / Private	CIP / Developer
Pedestrian and Bicycle Improvements	On-Going	TBD	Public / Private	CIP / Developer
Intersection and Corridor Improvements	On-Going	\$5.3 M	Public / Private	CIP / Developer
Fourth Street Extension through Santa Rosa Plaza	Depending on Development	TBD	Public / Private	CIP / Developer
Other New Streets	Depending on Development	TBD	Public / Private	Developer
Utility Improvements				
Water Supply/Waste Water/Stormwater	On-Going	\$25.6 M	Public / Private	Utility Fees / Developer
Recreation and Parks				
Prince Gateway Park	Short Term	\$2.0 M	Public	CIP/ Park Fee / Grant
Pierson Reach Park	Medium Term	\$2.5 M	Public / Private	Park Fee / Grant / Developer
Imwalle Development Linear Park	Depending on Development	\$2.2 M	Public / Private	Park Fee / Developer
Sebastopol Road Pocket Park	Depending on Development	\$1.5 M	Public / Private	CIP / Park Fee / Grant Redevel / Developer
Maxwell Court Pocket Park	Depending on Development	\$1.2 M	Public / Private	Park Fee / Developer
Community Amenities				
Reunification of Courthouse Square	Short Term	\$ 7.0 M	Public / Private	CIP / Grant / Redevel / Private
New Civic Center and Performing Arts Center	Long Term	TBD	Public / Private	CIP / Grant / Private
Daylighting and Improvements to Santa Rosa Creek	Long Term	TBD	Public	CIP / Grant
TOTAL		\$ 49.8 M		
Notes: Action items are listed in order of priority. Short Term = 0 to 5 years; Medium Term = 5 to 10 years; Long Term = 10+ years				

Table 8-5: Physical Implementation Steps

APPENDIX A: REFERENCES

- City of Santa Rosa. Dept. of Community Development. City of Santa Rosa Design Guidelines. October, 2005.
- City of Santa Rosa. SB 610 Water Supply Assessment for Downtown Station Area Specific Plan. December 12, 2006.
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- Whitlock & Weinberger Transportation, Inc (W-Trans). Parking Analysis for the Downtown Station Area Specific Plan. Santa Rosa: California, October 16, 2006.
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APPENDIX B

Table B-1: Street Specifications Table

COURTHOUSE SQUARE SUB-AREA													
Street Segment		Development Guidelines				Streetscape Standards							
		Building Height (stories)	Stepback (at x floor)	Ground Floor Use	Building Placement	Street Trees (height/lane)	Pedestrian Crossings	Street Lights (standards)	Streetscape Furnishing (standards)	Bicycle Provisions Class (direction)	Sidewalk (width range)	Parking Lane(s)	Travel Lanes
Urban Center Street Type													
3rd Street	Hwy. 101 to E Street	2-10	above 5th	MIX	property	UC	bulb-outs if poss.	CHS	CHS	II	6-10 ft.	parallel	3-6
B Street	7th Street to 1st	2-10	above 5th	MIX	property	UC	bulb-outs	CHS	CHS	II (SB)	6-10 ft.	--	3
Santa Rosa Avenue	Sonoma Avenue to 3rd Street	2-10	above 5th	MIX	property	UC	bulb-outs	CHS	CHS	II (NB)	6-10 ft.	parallel	4
1st Street	B Street to Santa Rosa Avenue	2-10	above 5th	MIX	property	UC	bulb-outs	CHS	CHS	--	6-10 ft.	--	2
Shop Front Street Type													
4th Street	Hwy. 101 to E Street	2-10	above 3rd	RET	property	SF	bulb-outs	CHS	CHS	--	8-12 ft.	diagonal parallel	2
Mendocino Avenue	College Avenue to 4th Street	2-10	above 3rd	MIX	property	SF	bulb-outs	CHS	CHS	II (NB)	8-12 ft.	parallel	2-3
6th / A / 7th Street Corridor	Hwy. 101 to Humboldt Street	2-7	above 3rd	MIX	property	SF	bulb-outs	CHS	CHS	II	8-12 ft.	parallel	2
Entryway Street Type													
B Street	Healdsburg Avenue to 7th	2-5	above 3rd	MIX	property	E	bulb-outs if poss.	CHS	CHS	II (SB)	6-10 ft.	parallel	2
Healdsburg	College Avenue to B Street	2-5	above 3rd	MIX	property	E	bulb-outs	CHS	CHS	II (SB)	6-10 ft.	parallel	2-3

Legend						
Stepback	Ground Floor Use	Building Placement	Street Trees	Pedestrian Crossings	Streetscape Lights/Furnishings	Bicycle Provisions Class
minimum 6' step-back at floor indicated to maintain street-wall and control winds	type(s) of allowable uses fronting street RET = Retail RES = Residential MIX = Retail, Residential or mix of both (+) = Office included	ground floor building wall "build-to" line	palette to be determined UC = Urban Center SF = Shop Front E = Entryway B = Boulevard LW = Live/Work City = City Standard	proposed pedestrian amenities to facilitate safe crossings	palette to be determined CHS = Courthouse Square PG = Park and Gardens RC = Railroad Corridor RS = Railroad Square SR = Sebastopol Road WE = West End City = City Standard	bicycle facilities proposed Class I = dedicated trail Class II = on road, striped lanes Class III = on road, signed only

RAILROAD SQUARE SUB-AREA													
Street Segment		Development Guidelines				Streetscape Standards							
		Building Height (stories)	Stepback (at x floor)	Ground Floor Use	Building Placement	Street Trees (height/lane)	Pedestrian Crossings	Street Lights (standards)	Streetscape Furnishing (standards)	Bicycle Provisions Class (direction)	Sidewalk (width range)	Parking Lane(s)	Travel Lanes
Shop Front Street Type													
Wilson Street	6th Street to 3rd Street	2-5	above 3rd	MIX	property	SF	bulb-outs	RS	RS	II	6-10 ft.	parallel	2
4th Street	Railroad X-ing to Hwy. 101	2-5	above 3rd	RET	property	SF	bulb-outs	RS	RS	--	6-10 ft.	diag/parallel/perp	2
6th Street	Playhouse to Hwy. 101	2-5	above 3rd	MIX (+)	property	SF	bulb-outs	WE	WE	II	6-10 ft.	diagonal parallel	2
SMART Street	W. 3rd Street to W. 6th Street	3-5	--	MIX	--	SF	--	RS	RS	--	8-12 ft.	diagonal parallel	2
Neighborhood Street Type													
W. 6th Street	Pierson Street to SMART Property (west P/L)	1-3	--	RES	--	City	--	WE	WE	II	5 ft.	diagonal parallel	2
Entryway Street Type													
Railroad Street	3rd Street to Santa Rosa Creek	2-7	above 3rd	MIX	--	E	bulb-outs	RS	RS	II	6-10 ft.	--	2
Boulevard Street Type													
W. 3rd Street	Santa Rosa Creek to 101	2-7	--	MIX	property	B	crossing	RS	RS	II	6-10 ft.	parallel	4

RAILROAD CORRIDOR SUB-AREA													
Street	Segment	Development Guidelines				Streetscape Standards							
		Building Height (stories)	Stepback (at x floor)	Ground Floor Use	Building Placement	Street Trees (height/lane)	Pedestrian Crossings	Street Lights (standards)	Streetscape Furnishing (standards)	Bicycle Provisions Class (direction)	Sidewalk (width range)	Parking Lane(s)	Travel Lanes
Shop Front Street Type													
Wilson Street	9th Street to 6th Street	2-4	above 3rd	MIX (+)	5' back	SF	bulb-outs	WE	WE	II	6-10 ft.	parallel	2
Boulevard Street Type													
Sebastopol Road	Dutton Avenue to Olive Street	1-5	above 3rd	MIX	5' back	B	bulb-outs	SR	SR	II	9-10 ft.	parallel	2
Dutton Avenue	College Avenue to W. 9th Street	1-5	above 3rd	MIX	--	B	crossing	City	City	II	6-10 ft.	parallel	4
Dutton Avenue	W 3rd to Sebastopol Road	1-4	above 3rd	MIX	--	B	crossing	City	City	II	6-10 ft.	parallel	4
Live/Work Street Type													
New Donahue Street	Maxwell to W. 9th Street	2-4	--	MIX (+)	property	LW	bulb-outs	RC	RC	--	6-10 ft.	diagonal parallel	2
Roberts Avenue	Sebastopol Road to W. 3rd Street	2-4	--	MIX (+)	property	LW	bulb-outs	RC	RC	I*	6-10 ft.	diagonal parallel	2
Entryway Street Type													
Cleveland Avenue	College Avenue to 9th Street	2-3	above 3rd	MIX	--	E	bulb-outs	WE	WE	II	6-10 ft.	parallel	2
W. 9th Street	Dutton Avenue to Wilson Street	2-3	above 3rd	MIX	--	E	bulb-outs	WE	WE	II	6-10 ft.	parallel	2

*A Class I pedestrian and bicycle path shall be provided along the east side of the Roberts Avenue extension that runs adjacent to the Joe Rodota Trail.

Please refer to the Streetscape Standards Special Considerations for the Live-Work Street Type on Page 5-18 for additional information.

Legend						
Stepback	Ground Floor Use	Building Placement	Street Trees	Pedestrian Crossings	Streetscape Lights/Furnishings	Bicycle Provisions Class
minimum 6' step-back at floor indicated to maintain street-wall and control winds	type(s) of allowable uses fronting street RET = Retail RES = Residential MIX = Retail, Residential or mix of both (+) = Office included	ground floor building wall "build-to" line	palette to be determined UC = Urban Center SF = Shop Front E = Entryway B = Boulevard LW = Live/Work City = City Standard	proposed pedestrian amenities to facilitate safe crossings	palette to be determined CHS = Courthouse Square PG = Park and Gardens RC = Railroad Corridor RS = Railroad Square SR = Sebastopol Road WE = West End City =City Standard	bicycle facilities proposed Class I = dedicated trail Class II = on road, striped lanes Class III = on road, signed only

PARK AND GARDENS SUB-AREA													
Street	Segment	Development Guidelines				Streetscape Standards							
		Building Height (stories)	Stepback (at x floor)	Ground Floor Use	Building Placement	Street Trees (height/lane)	Pedestrian Crossings	Street Lights (standards)	Streetscape Furnishing (standards)	Bicycle Provisions Class (direction)	Sidewalk (width range)	Parking Lane(s)	Travel Lanes
Boulevard Street Type													
Santa Rosa Avenue	Hwy. 12 to Sonoma Avenue	2-3	--	MIX	--	B	bulb-outs	PG	PG	II (NB)	6-10 ft.	parallel	4
Shop Front Street Type													
Santa Rosa Avenue	Pine Street to Wheeler Street	2-3	--	RET	5' back	SF	bulb-outs	PG	PG	II (NB)	6-10 ft.	parallel	4

IMWALLE GARDENS SUB-AREA (and east to Dutton)													
Street	Segment	Development Guidelines				Streetscape Standards							
		Building Height (stories)	Stepback (at x floor)	Ground Floor Use	Building Placement	Street Trees (height/lane)	Pedestrian Crossings	Street Lights (standards)	Streetscape Furnishing (standards)	Bicycle Provisions Class (direction)	Sidewalk (width range)	Parking Lane(s)	Travel Lanes
Boulevard Street Type													
W. 3rd Street	Imwalle Gardens to Dutton Avenue	1-4	above 3rd	RES	--	B	--	City	City	II	6-10 ft.	parallel	2-4
Neighborhood Street Type													
Imwalle Street	W. 3rd Street to Santa Rosa Creek	1-3	--	RES	--	City	bulb/bridge	--	--	III	5 ft.	parallel	2

HISTORIC RESIDENTIAL AND RESIDENTIAL SUB-AREA													
Street Segment		Development Guidelines				Streetscape Standards							
		Building Height (stories)	Stepback (at x floor)	Ground Floor Use	Building Placement	Street Trees (height/lane)	Pedestrian Crossings	Street Lights (standards)	Streetscape Furnishing (standards)	Bicycle Provisions Class (direction)	Sidewalk (width range)	Parking Lane(s)	Travel Lanes
Boulevard Street Type													
W. 3rd Street	Dutton Avenue to Santa Rosa Creek	1-4	--	--	--	B	--	City	City	II	6-10 ft.	parallel	4
Dutton Avenue	W. 9th Street to 3rd Street	1-3	--	RES	--	B	median refuge	City	City	II	6-10 ft.	--	4
Neighborhood Street Type													
W. 6th Street	Cul-de-Sac to Pierson Street	1-3	--	RES	--	City	--	WE	WE	--	5 ft.	parallel	2
9th Street	Hwy. 101 to A Street	1-3	--	MIX	--	City	--	StR	StR	II	5 ft.	diagonal parallel	2
9th Street	Wilson Street to Hwy.101	1-4	--	MIX	--	City	--	WE	WE	II	5 ft.	parallel	2
Olive Street	Sebastopol Road to SR Creek	1-3	--	RES	--	City	bulb-outs	OP	OP	II	5 ft.	parallel	2
A Street	9th Street to 7th Street	1-3	--	MIX	--	City	--	StR	StR	II	5 ft.	parallel	2
7th Street	Humboldt to E Street	1-5	--	RES	--	City	--	CHRY	CHRY	III	5 ft.	parallel	2

Legend						
Stepback	Ground Floor Use	Building Placement	Street Trees	Pedestrian Crossings	Streetscape Lights/Furnishings	Bicycle Provisions Class
minimum 6' step-back at floor indicated to maintain street-wall and control winds	type(s) of allowable uses fronting street RET = Retail RES = Residential MIX = Retail, Residential or mix of both (+) = Office included	ground floor building wall "build-to" line	palette to be determined UC = Urban Center SF = Shop Front E = Entryway B = Boulevard LW = Live/Work City = City Standard	proposed pedestrian amenities to facilitate safe crossings	palette to be determined CHS = Courthouse Square PG = Park and Gardens RC = Railroad Corridor RS = Railroad Square SR = Sebastopol Road WE = West End City =City Standard	bicycle facilities proposed Class I = dedicated trail Class II = on road, striped lanes Class III = on road, signed only

Table B-2: Pedestrian Connector Corridor Improvements

Street	Improvements							
	Street Trees (install/replace)	Street Tree Grates	Street Lights (Ped. Scale)	Sidewalk Repair/ Gap Closure	Ped. Crossing/ Enhancement	Traffic Calming	Island / Median Enhancement	Underground Utilities
ST. ROSE NEIGHBORHOOD								
Washington Street	◆	◆	◆					◆
B Street			◆		◆		◆	◆
10th Street			◆		◆		◆	◆
9th Street	◆	◆		◆				◆
Morgan Street			◆			◆		◆
CHERRY ST. NEIGHBORHOOD								
Humboldt						◆		◆
Cherry Street	◆		◆			◆		◆
7th Street					◆			◆

Street	Improvements							
	Street Trees (install/replace)	Street Tree Grates	Street Lights (Ped. Scale)	Sidewalk Repair/ Gap Closure	Ped. Crossing/ Enhancement	Traffic Calming	Island / Median Enhancement	Underground Utilities
JULLIARD PARK NEIGHBORHOOD								
South A Street						◆		◆
Santa Rosa Avenue				◆	◆		◆	◆
"Alley 19"			◆		◆			
Sebastopol Avenue	◆		◆			◆		◆

Street	Improvements							
	Street Trees (install/replace)	Street Tree Grates	Street Lights (Ped. Scale)	Sidewalk Repair/ Gap Closure	Ped. Crossing/ Enhancement	Traffic Calming	Island / Median Enhancement	Underground Utilities
BURBANK GARDENS NEIGHBORHOOD								
Brown Street								◆
Mill Street	◆		◆		◆			◆
Santa Rosa Avenue	◆			◆	◆			◆

Street	Improvements							
	Street Trees (install/replace)	Street Tree Grates	Street Lights (Ped. Scale)	Sidewalk Repair/ Gap Closure	Ped. Crossing/ Enhancement	Traffic Calming	Island / Median Enhancement	Underground Utilities
WEST END NEIGHBORHOOD								
Coulter	◆		◆	◆				◆
Madison			◆					◆
W. Sixth				◆				◆
W. Seventh (at Adams)					◆			◆
W. Eighth					◆	◆		◆
Davis Street	◆		◆					◆
Wilson	◆	◆						◆

APPENDIX C

A. REGIONAL / ARTERIAL STREETS

The following is a list of Regional/Arterial streets planned within the Specific Plan Area. Interim improvements that do not preclude construction of the full street improvement are allowed. The number of lanes indicated is the number of through-travel lanes and does not include turn lanes.

1. Two Lane Regional/Arterial Streets

Two lane Regional/Arterial streets consist of one travel lane in each direction.

- First Street (from B to Santa Rosa Avenue)
- Third Street (Santa Rosa Avenue to E Street)
- West Third Street (Apple Creek Lane to Stony Point Road)
- Ninth Street (North Dutton to Morgan Street)
- B Street (Healdsburg Avenue to Seventh Street)
- Cleveland Avenue (College Avenue to Ninth Street)
- Healdsburg Avenue (10 Street to B Street)
- Sebastopol Road (Olive Street to Railroad Right-of-way)
- Wilson Street

2. Three Lane Regional/Arterial Streets

Three lane Regional/Arterial streets consist of two travel lanes in one direction and one travel lane in the opposite direction.

- Third Street (B Street to Santa Rosa Avenue)
- Healdsburg Avenue (College Avenue to Tenth Street)

Note: Healdsburg Avenue is a one way street in this location

3. Four Lane Regional/Arterial Streets

Four lane Regional/Arterial streets consist of two travel lanes in each direction.

- Third Street (Apple Creek Lane to Morgan Street)
- B Street (Seventh Street to First Street)
- College Avenue
- Dutton Avenue (College Avenue to Sebastopol Road)
- E Street (College Avenue to Sonoma Avenue)
- Santa Rosa Avenue (Third Street to Highway 12)
- Sebastopol Road (Railroad Right-of-Way to Dutton Avenue)
- Sonoma Avenue (Santa Rosa Avenue to E Street)

4. Six Lane Regional/Arterial Streets

Six lane Regional/Arterial streets consist of three travel lanes in each direction.

- Third Street (Morgan Street to B Street)

B. TRANSITIONAL / COLLECTOR STREETS

The following is a list of Transitional/Collector streets planned within the Specific Plan Area. Interim improvements that do not preclude construction of the full street improvement are allowed. The number of lanes indicated is the number of through-travel lanes and does not include turn lanes.

1. Two Lane Transitional/Collector Streets

Two lane Transitional/Collector streets consist of one travel lane in each direction.

- First Street (South A Street to B Street/Santa Rosa Ave to D Street)
- Fourth Street (Railroad Right-of-Way to E Street)
- Fifth Street (B Street to E Street)
- Sixth Street (Railroad Right-of-Way to A Street)
- Seventh Street (A Street to D Street)
- Ninth Street (A Street to Morgan Street)
- A Street (Sixth Street to Ninth Street)
- D Street (Seventh Street to Sonoma Avenue)
- Humboldt Street (College Avenue to Seventh Street)
- Mendocino Avenue (College Avenue to Fourth Street)
- Morgan Street (Ninth Street to College Avenue)
- Olive Street (Santa Rosa Creek to Sebastopol Road)
- Railroad Street (Third Street to Santa Rosa Creek)

2. Three Lane Transitional/Collector Streets

Three lane Transitional/Collector streets consist of two travel lanes in one direction and one travel lane in the opposite direction.

- B Street (Seventh Street to First Street)

* *One-Way Street*

APPENDIX D

Santa Rosa Specific Plan Utility Infrastructure Improvements

October, 2006

Item No.	Item Description	Estimated Quantity	Unit of Measure	Unit Cost	Item Total
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Courthouse Square Sub-Area

1	12" Water Main	3,405	LF	\$570	\$1,940,850
2	12" Water Main and 10" Sewer Main*	635	LF	\$700	\$444,500
3	12" Water Main and 8" Sewer Main*	350	LF	\$680	\$238,000
4	8" Sewer Main	245	LF	\$540	\$132,300
5	10" Sewer Main	265	LF	\$560	\$148,400
6	15" Sewer Main	793	LF	\$580	\$459,940
7	18" Sewer Main	800	LF	\$600	\$480,000
8	21" Sewer Main	3,355	LF	\$640	\$2,147,200
9	36" Sewer Main	1,175	LF	\$830	\$975,250
10	Trenching for Cable	156	LF	\$220	\$34,320
11	Easement	1875	SF	\$1	\$1,875
Subtotal					\$7,002,635
15% Contingency					\$1,050,395
Total Cost					\$8,053,030

Railroad Square Sub-Area

1	8" Water Main	1,010	LF	\$540	\$545,400
2	12" Water Main	3,725	LF	\$570	\$2,123,250
3	18" Storm Drain	850	LF	\$600	\$510,000
4	36" Sewer Main	684	LF	\$830	\$567,720
Subtotal					\$3,746,370
15% Contingency					\$561,956
Total Cost					\$4,308,326

* utility mains to be replaced concurrently along same route (includes shared overlay costs)

Northern Section

1	12" Water Main	1875	LF	\$570	\$575,700
1	12" Water Main and 24" Storm Drain*	945	LF	\$830	\$3,091,750
2	21" Sewer Main	759	LF	\$640	\$485,760
3	8" Sewer Main	400	LF	\$540	\$216,000
4	SUMP System	1	LS	\$16,500	\$16,500
5	Connection to Existing Storm Drain	3	LS	\$5,500	\$16,500
Subtotal					\$4,402,210
15% Contingency					\$660,332
Total Cost					\$5,062,542

Central Section

1	8" Water Main	500	LF	\$540	\$270,000
2	8" Water Main and 24" Storm Drain	825	LF	\$790	\$651,750
Subtotal					\$921,750
15% Contingency					\$138,263
Total Cost					\$1,060,013

Southern Section

1	12" Water Main	3575	LF	\$570	\$2,037,750
Subtotal					\$2,037,750
15% Contingency					\$305,663
Total Cost					\$2,343,413

Imwalle Gardens Sub-Area

1	8" Water Main	710	LF	\$540	\$383,400
2	8" Water Main, 12" Sewer Main, and 36" Storm Drain*	810	LF	\$1,020	\$826,200
3	8" Sewer Main	1,450	LF	\$540	\$783,000
4	48" Sewer Main	725	LF	\$950	\$688,750
Subtotal					\$2,681,350
15% Contingency					\$402,203
Total Cost					\$3,083,553

Park and Gardens District Sub-Area

1	12" Water Main	1,450	LF	\$570	\$826,500
2	39" Sewer Main	653	LF	\$900	\$587,700
Subtotal					\$1,414,200
15% Contingency					\$212,130
Total Cost					\$1,626,330

Note: Tables excerpted from Santa Rosa Specific Plan Utilities Infrastructure Evaluation, *Coastland Civil Engineering, 2006*.

